

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Illinois High School Association (IHSA) Girls Bowlers Compete for State Finals

Visitors to spend an estimated \$103,000 in the region

FOR IMMEDIATE RELEASE

February 13, 2017

What: The Rockford Area Convention & Visitors Bureau is pleased to welcome the **2017 Illinois High School Association (IHSA) Girls Bowling State Finals** back to the Rockford region February 17 - 18, 2017. **Approximately 220 bowlers** will compete in singles and team games at Cherry Bowl in Rockford, IL. This is an opportunity for media to take photos of a "big win" sports tournament that fills **approximately 550 room nights** with visitors projected to spend an estimated **\$103,000** while visiting the Rockford region.

When: **Friday, February 17, 2017 through Saturday, February 18, 2017** (*full schedule attached*)
9:00 a.m. – 3:30 p.m. (both days)

Where: **Cherry Bowl**
7171 Cherryvale N. Blvd.
Rockford, IL 61112

Why: The top bowling teams with the highest pin count for both rounds in the sectional competitions advance to the IHSA state final tournament. There are a total of 24 teams, 30 individual bowlers and two athletes in the wheel chair division all competing in this tournament. "We're thrilled to announce that this is the 25th consecutive year we have hosted the Illinois High School Association (IHSA) Girls State Bowling Finals in the Rockford region. It's inspiring to see youth bowlers throughout the state excel and reach personal bests in this tournament," said Josh Albrecht, RACVB Director of Marketing & Public Affairs. "The team at Cherry Bowl will continue to offer top notch accommodations so the coaches, bowlers and their families have an unbeatable experience while they're here."

Other: Additional information: <http://www.ihsa.org/SportsActivities/GirlsBowling.aspx>.

RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. gorockford.com

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