

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Illinois State Basketball Championship to be Hosted in Rockford

New event to bring in \$184,500 to region

FOR IMMEDIATE RELEASE

August 16, 2017

ROCKFORD, IL - The Rockford Area Convention & Visitors Bureau announces the Illinois Middle School Basketball Championship put on by State Basketball Championship will come to Rockford on March 16-18, 2018. The 100-team tournament will be played at UW Health Sports Factory and East High School.

The Illinois State Championship is a season-ending middle school tournament for girls and boys in 4th – 8th grade. The tournament originated in Oregon, Washington and Arizona and has the largest qualifier-based tournament in that region. Hosting the tournament in Rockford is the first step in expanding the tournament nationwide.

“The facilities in Rockford are first class. If you were able to handpick an ideal location for a statewide championship, Rockford would definitely be that place,” said Eric Stern, Vice President and Tournament Director of the State Championship. “We are excited for more than a thousand athletes and their families from across the state of Illinois to enjoy all that Rockford has to offer.”

The region will benefit from the tournament as 1,025 rooms are expected to be filled during the weekend and the economic impact to be at \$184,500. This tournament will provide Illinois middle schoolers a State experience while connecting hundreds of independent leagues and weekend tournaments in the state.

“A tournament like this is a big win for our community,” said Nick Povalitis, sports destination and sales manager at Rockford Area Convention & Visitors Bureau. “March is well known as a month filled with basketball excellence, so it will be exciting to host this growing tournament next spring.”

More information on the tournament can be found at <http://www.statebasketballchampionship.com/Illinois>.

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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