

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Brand New 'Rockford Store' Makes its Debut on the Go Rockford Website

**FOR IMMEDIATE RELEASE**

**December 11, 2017**

**Rockford, IL** - The Rockford Area Convention & Visitors Bureau (RACVB) recently launched a brand new "Rockford Store" page on the gorockford.com website. In addition to offering a variety of products for purchase at the RACVB office (102 N. Main St.), these products are now available through online selling. This recent enhancement to the website is in response to the increased number of requests for Rockford-themed merchandise and gift items.

There are three main categories of items being sold on the site: "Clothing," "Souvenirs" and "Food & Beverage." There is also a "Seasonal" category where items will be offered for a limited time only. These products are branded in-house by the RACVB Marketing department with various products established by partnering with local businesses and retailers throughout the Rockford region.

"We have offered Rockford-themed items like sock monkeys, postcards, shirts and other gift items for some time now, but recently made the decision to expand our product assortment, which created a greater need to offer these products to the public in a more convenient way. We realized this trend when we started posting our products to the Go Rockford Facebook, Twitter and Instagram account pages," said Andrea Cook, RACVB marketing & communications manager. "Several people responded by asking how they could purchase the items we were sharing. Having an online store creates a convenient shopping experience for our Rockford residents and visitors and, in turn, more exposure for the souvenirs and gifts we have to offer."

Consumers can purchase items directly from the website, by phone or by visiting the RACVB. Currently, we are offering shipping within the United States only. Items are available for purchase at the RACVB office Monday through Friday during regular business hours between 8:30 a.m. and 5 p.m. To purchase items online visit <https://www.gorockford.com/about/rockford-store/>.

**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](http://gorockford.com)

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### **FOR MORE INFORMATION:**

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