

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Jehovah's Witnesses to Bring Regional Convention Back to Rockford

This multi-weekend event is expected to draw 13,500 attendees to the region

FOR IMMEDIATE RELEASE

July 25, 2018

Rockford, IL – The Rockford Area Convention & Visitors Bureau (RACVB) is thrilled to welcome the annual **Convention of Jehovah's Witnesses** back to Rockford. This three-weekend gathering will be held at the **BMO Harris Bank Center** in Rockford, **July 27-29, August 3-5 and August 10-12, 2018**. The group last held this convention in Rockford in 2017.

This big win for the Rockford region will draw approximately **13,500 attendees** total for all three weekends, who are expected to visit from Milwaukee, Madison, Dubuque, Davenport, Kenosha, Racine and the Chicagoland area. Estimated economic impact is **\$589,500** for the three weekends combined.

"We are delighted to welcome back the Jehovah Witness Convention for the second year in a row. We have worked with our partners to ensure the convention goers have a positive experience in the Rockford region," said Lindsay Arellano, RACVB vice president of sales & servicing.

The event theme this year is "Be Courageous" and features 54 presentations over three days. Talks and Interviews will teach practical ways to face present and future challenges with courage. Sunday's feature film, "The Story of Jonah—A Lesson in Courage and Mercy" begins at 1:50 p.m. The event is open to the public. There is no admission cost and no collections are held. All programs begin at 9:20 a.m. and end at various times in the afternoon. A complete schedule including more information about the Jehovah's Witnesses can be found at www.jw.org.

Parking is available on Friday, Saturday and Sunday in the Concourse Deck (enter on Church Street), Wyman/Elm Deck (enter on Wyman Street), State/Main Deck (enter on West State Street), Pioneer Deck (enter on North Main Street and North Wyman Street), and the UW Health Sports Factory Upper Lot (enter on South Madison Street). Street parking on Friday will be ticketed according to signage. On Saturday and Sunday parking is available in the Rockford Park District Lot (enter on Green Street). Disabled parking available in Lot P (enter on Elm Street) and Lot 38 (enter on Wyman Street.)

The Convention of Jehovah's Witnesses has been in existence for over 100 years. The "Be Courageous" annual convention will be held throughout the world at venues in 180 lands. As of 2017 there were 8,457,107 Jehovah's Witnesses in 120,053 congregations in 240 lands. They conducted an average of 10,071,524 bible studies each month and spent a total of 2,046,000,202 hours in the field.

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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