

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Loves to Welcome the Spring Season with a Real. Original. Lovely Event Lineup

*Residents and visitors can explore everything from great shopping  
to indoor and outdoor recreation in the Rockford region*

**FOR IMMEDIATE RELEASE**

**February 14, 2019**

**Rockford, IL** – The Rockford Area Convention & Visitors Bureau (RACVB) has many suggestions for places to shop, events to attend and activities to take part in happening February through May in the Rockford region. There are several Real. Original. Lovely ways to spend quality time with friends, family or that special sweetie. Plan a date night, day trip, or weekend adventure and explore the many reasons to love the Rockford region this spring.

Whether you are looking for flowers for a special occasion or “just because,” let some of the region’s excellent local florists help you pick the perfect bouquet. **Broadway Florist** is one of the largest retail florist in Illinois, outside of the Chicago area, with four full-time floral designers ready to assist in creating a floral bouquet for any occasion. **Crimson Ridge** has a large variety of products and services including a unique flower department, confections, jewelry, home décor, apparel and accessories for all ages and more. **Forget-Me-Not-Floral** pays close attention to detail with every order they are given. All floral arrangements are one-of-a-kind for birthday, anniversary, get well, weddings, sympathy or any other special occasion. They also provide other items including home decor, candles and unique gifts. **Garden Arts** is a full service florist creating custom floral designs for all occasions and a shop with unique gift items. **London Avenue Designs** offers a wide variety of services from floral design, creative consultation, event planning, interior design and wedding coordination. **Pepper Creek** has fresh, high quality flowers and a professional and caring staff to help with any special request. **Petals & Pickin’s** offers fresh flowers, plants, silks, vintage decor, gifts and "make & take" workshops, including Ladies Night Out and little girl birthday parties.

“Spring will be here before we know it and there are tons of great local places to visit and experiences to take part in throughout the entire Rockford region. The list of events and attractions is extensive, from festivals at **Midway Village Museum** to stage performances at **BMO Harris Bank Center** and **Coronado Performing Arts Center** to educational events at **Discovery Center Museum**,” said Andrea Cook, Rockford Area Convention & Visitors Bureau associate director of marketing & communications. “As the temperatures warm up be sure to also visit some of the off-the-beaten-path preserves, paths and parks. There are several great outdoor spots like **Rock Cut State Park**, **Severson Dells Nature Center**, **Nature At The Confluence** and **Nygren Wetland Preserve** to get your exploring underway.”

It is also a time for those planning their special day to remember several unique locations in the Rockford region to get married and say, “I do!” **Anderson Japanese Gardens** is a one-of-a-kind venue providing a

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breathtaking setting for an unforgettable wedding ceremony. **Nicholas Conservatory & Gardens** has a beautiful inside conservatory surrounded by lush tropical foliage, the perfect setting for an intimate wedding. **The Pavilion at Orchard Ridge Farms** is great when looking for a charming country affair with all the style and sophistication of a big city.

Other events that are part of the Rockford Area Real. Original. Lovely scene include:

- **Disney on Ice presents Frozen (Feb. 21 – 24 at BMO Harris Bank Center)** – Discover the full story of Disney's Frozen like never before and sing along to unforgettable music.
- **The Wizard of Oz (Feb. 28 at Coronado Performing Arts Center)** – The entire family will be captivated as they travel down the Yellow Brick Road and beyond with Dorothy and her friends.
- **Vintage Shop Hop (Mar. 1 - 2 at Various locations)** – Join this self-guided day of shopping over 400 vintage shops, boutiques, barn sales, home décor stores and more in Northern Illinois and Southern Wisconsin.
- **Sock Monkey Madness Festival (Mar. 2 at Midway Village Museum)** – Travel around the globe with your Sock Monkey to experience different cultures and customs.
- **2019 St. Patrick's Day Parade and PaddyFest (Mar. 16 in Downtown Rockford and at Prairie Street Brewhouse)** – The annual parade celebrating Irish culture makes its way downtown and ends at Prairie Street Brewhouse with the PaddyFest party.
- **Meltfest 2019 (Mar. 23 at Prairie Street Brewhouse)** – Celebrate the melting away of winter and the melting together of the community at this free, family-friendly event.
- **Spring Into Science (Mar. 25 - 29 at Discovery Center Museum)** – Create colors from nature, learn about light and explore the shapes found outdoors.
- **16<sup>th</sup> Annual Home & Garden Showcase (Apr. 6 – 7 at Forest Hills Lodge)** – See the latest trends in landscaping, decks/patios/remodeling, neat gadgets for the garden enthusiast and more.
- **Spring ArtScene (Apr. 12 - 13 at Various locations)** – ArtScene brings out thousands of art lovers to galleries and studios all over town to enjoy new exhibits of original works. It's fun for both the browser and the buyer.
- **Cirque de la Symphonie (May 11 at Coronado Performing Arts Center)** – This unique production is designed to bring the magic of cirque acrobatics to the concert hall where Rockford Symphony Orchestra is performing.
- **GR8-1-5 Beer Fest (May 18 at BMO Harris Bank Center)** – Beer enthusiasts are encouraged to grab a group of friends to enjoy the second annual GR8-1-5 Beer Fest.

A complete events list and other recommended things to do this spring in the Rockford region can be found at [www.gorockford.com/lovely](http://www.gorockford.com/lovely).

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

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**FOR MORE INFORMATION:** Andrea Cook, RACVB Associate Director of Marketing & Communications: 815.489.1664 or [acook@gorockford.com](mailto:acook@gorockford.com)