

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Welcome Home, Fred VanVleet!

City and RACVB to Host Free, Family-Friendly Festival Featuring VanVleet on Saturday, June 29, in Downtown Rockford

FOR IMMEDIATE RELEASE

June 25, 2019

Rockford, IL – With Rockford native and NBA champion Fred VanVleet returning home after helping the Toronto Raptors win its first NBA Championship, the Rockford Area Convention & Visitors Bureau and City of Rockford invite residents and visitors to attend a free community celebration in his honor. **Fred Comes Home** will take place in and around the City Market Pavilion from 2-5 p.m. on Saturday, June 29.

Prior to the event gates opening, the community is encouraged to meet at Rockford City Hall (corner of N. 2nd and E. State Streets) at **1:30 p.m.** to participate in **Dribble the City**, a ceremonial tip-off to the festival led by Rockford Mayor Tom McNamara. Dribble the City will step off at 1:50 p.m. Participants must bring their own basketballs from home to partake in the community dribble from City Hall to the City Market Pavilion. Gates to the Pavilion will open at 2 p.m.

"I can't think of a better way to welcome Fred home than with this event," said McNamara. "Fred represented Rockford with the highest regard, including a shout out to the city and his hometown fans on national television after winning the championship. We are proud and excited for this community celebration."

Fred Comes Home will feature the FVV Shop Pop-Up Store, food and beverage trucks, a kid's area including basketball hoops and activities **and a main stage production at 3 p.m.** featuring guest speakers, surprises and an appearance by Fred VanVleet. For more details, visit **GoRockford.com/FVVParty**.

Schedule of Events

- 1:30 p.m. – Community gathers at N. 2nd and E. State Streets
- 1:50 p.m. – Dribble the City begins
- 2 p.m. – Fred Comes Home festival gates open (City Market Pavilion, E. State St. and Water St.)
- 3 p.m. – Main Stage Production featuring Fred VanVleet
- 5 p.m. – Festival ends

"We are excited to welcome Fred VanVleet back to his hometown. He was an important member of the Toronto Raptors Championship team and is certainly a standout member of our community," said RACVB President/CEO John Groh. "We know the community is excited to welcome him home, to show Fred the city's excitement and appreciation first hand. Saturday will be a memorable, fun and festive day in the City of Rockford."

EVENT DETAILS: Guests are asked to adhere to the following Pavilion rules:

- No access to the Pavilion before 2 p.m. and no lawn chairs under the Pavilion (standing only), lawn chairs will only be allowed on Water St. and the alley between the Pavilion and the Indoor City Market.
- No Bikes, No Pets, No Outside Food or Beverage and No Smoking.

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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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