

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Unveils New ROCKFORD Art Installation at Davis Park Residents Can Take Part in Staycation Photo Contest

FOR IMMEDIATE RELEASE
August 11, 2020

Rockford, IL – The Rockford Area Convention & Visitors Bureau (RACVB) unveiled a permanent art installation today at Davis Park, located at 320 South Wyman Street in downtown Rockford.

Vibrant **4-foot tall aluminum “ROCKFORD” letters** adorn the north lawn of the park, near the corner of S. Wyman and Chestnut Streets. The letters were created under the direction of the RACVB as part of the team’s commitment to placemaking and public beautification.

“Here in Rockford, the RACVB team continues to look for new ways to bring people together, even while practicing safe social distancing. These bold, fun letters will brighten up the backdrop of photos and makes for a perfect spot to have a picnic, take family photos, fly a kite, play frisbee or enjoy other fun outdoor activities,” said Andrea Cook, RACVB senior manager of marketing & communications. “This is also our way of asking the community to get involved and share what they love to do here in Rockford.”

RACVB has teamed up with Embassy Suites by Hilton Rockford Riverfront to offer a **Rockford-themed Staycation photo contest** for residents and visitors to participate in. The contest will run from **Tuesday, August 11 - Tuesday, September 8**. Individuals of all ages are encouraged to share a fun selfie or an artistic photo of the letters on Facebook, Twitter and/or Instagram using the hashtag **#HereInRockford** to be entered in the contest.

RACVB will choose a winner at random to receive a Rockford Staycation prize package including a **one-night hotel stay at the Embassy Suites valued at \$179 and a \$100 gift certificate to the hotel’s The Top restaurant**.

“We are so excited to partner in this fun and unique addition to Davis Park,” said Fred DeLaRosa, general manager at Embassy Suites by Hilton Rockford Riverfront. “Today’s travelers look for local, authentic experiences and what better way to deliver on these expectations than to highlight a central asset like Davis Park. We can’t wait to see the creativity that will be sparked by out of town guests and local residents in showcasing our downtown community!”

Additional RACVB social media posts throughout the month will encourage residents and visitors to share what they love about being “Here in Rockford.”

For more information about this installation and additional public art throughout the region visit www.gorockford.com/publicart.

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About: RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. www.gorockford.com

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