

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Announces Welcoming Diversity Actions as Part of Commitment to Diversity, Equity and Inclusion *New Micro Website, Video and Accessibility Enhancements Announced*

FOR IMMEDIATE RELEASE

March 11, 2021

Rockford, IL – The Rockford Area Convention & Visitors Bureau (RACVB) recently announced nine Commitment Statements that will guide the organization in doing its part to create a welcoming region. These commitments were developed through listening to individuals representing the minority and LGBTQ+ community. As part of its commitment to diversity and inclusivity, RACVB is pleased to announce recent **action steps that help to further implement the bureau’s Welcoming Diversity commitments.**

New Welcoming Diversity Website

As part of its efforts to welcome diversity, **RACVB has launched a new microsite** at GoRockford.com/WelcomingDiversity. The site serves as a resource for diverse residents and visitors to engage with the RACVB and outlines RACVB’s board-approved Commitment Statements, offers ways to engage and partner with the Bureau, provides minority-owned business listing, and a calendar of community events and programs that reflect diversity and inclusivity.

“As the destination marketing and management organization for Winnebago County, we want to do our part to ensure our residents and visitors feel welcomed and the diversity of our community is celebrated,” said **John Groh, RACVB president/CEO**. “Even more, it is important for us to move from a statement to actions and accountability. We will continue to communicate and lead as we can in equity and inclusion within our industry and the community.”

GoRockford.com Enhanced Accessibility

As RACVB focuses on working to encourage a more welcoming region, an increased awareness of accessibility for all is also part of the organization’s commitment to Welcoming Diversity. As such, RACVB recently enhanced the accessibility of its GoRockford social channels and website. **In addition to adding image descriptions and activating captions wherever possible on social media posts, the Bureau has integrated the AudioEye platform throughout GoRockford.com to optimize the site’s accessibility.** AudioEye is the tourism industry’s most sustainable solution for web content accessibility guidelines and ADA website compliance, featuring an interactive toolbar and tools that helps to break barriers of digital access for audiences with visual, auditory, motor or cognitive disabilities.

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Video Communicates Commitment

In addition to launching the microsite and GoRockford.com enhancements, RACVB has released a new video featuring staff members announcing and publicly committing to working to Welcome Diversity. The video can be viewed at <https://youtu.be/0z6-HsXSoVA>. The video is intended to spotlight the organization's commitment to the creation and promotion of programs and events that appeal to diverse audiences, marketing the region in a way that showcases its diversity, developing new ways to partner with RACVB, and offering ways for minority-owned businesses to gain increased exposure and awareness with tourism partners and visitors.

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About RACVB: *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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