

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Encourages Area Residents and Visitors to Plan a 'Staycation Break' this Spring

Rockford region promotion highlights local hotel packages, things to do and \$250 airline voucher giveaway

FOR IMMEDIATE RELEASE

March 15, 2021

Rockford, IL – Spring break is in full swing and the Rockford Area Convention & Visitors Bureau (RACVB) is encouraging residents and visitors to plan a **Staycation Break** exploring local places to stay and fun, socially-safe things to do in the Rockford region. There are several suggested ideas, events, attractions, activities and giveaway opportunities taking place **March 22 – 28** and the tools to help folks plan out their individual experiences. Grab your friends, family or sweetie and get ready to enjoy an evening out, long weekend away or day trip this spring.

A newly developed **Spring Events Page** can now be found on the GoRockford website. There are unique specials and overnight packages listed from local area lodging and hotel/motel partners. This page is also a resource hub to assist with creating a fun Staycation in the Rockford region. **Featured blogs** provide pro tips and suggestions for things happening locally, **video content** gives inspiration, **themed itineraries** and a **calendar of events** serve as virtual guides to plan out fun and unique experiences. For specific recommendations and to book a stay visit gorockford.com/staycation.

The week of **March 15 – 22** the RACVB will announce details for two Staycation giveaway packages on GoRockford's social media channels (Facebook, Instagram and Twitter.) The RACVB has partnered with the **Chicago Rockford International Airport (FlyRFD)** to give a lucky winner a **\$250 voucher** valid on Allegiant Air flying anywhere the airline travels to. Exclusions may apply. One lucky winner will also win a one-night stay to a local area hotel of their choice and will get to choose one of our themed itinerary experiences all expenses paid.

"Our team at the RACVB loves to help residents and visitors discover fun things to do throughout the entire Rockford region. We work very closely with several area partners who have the creativity and vision to put together one-of-a-kind experiences and overnight stays that are exclusive to our community," said Andrea Cook, Rockford Area Convention & Visitors Bureau senior manager of marketing & communications. "Whether you're looking for much needed girl time, a date night out, family getaway, foodie and brew experience, or any other type of adventure we truly have you covered."

Follow along on GoRockford's social media channels to get involved, win prizes and share photos using the hashtag #StaycationBreakRKFD. Details about local happenings in and around the Rockford region can always be found at gorockford.com.

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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