

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Tough Mudder will be Rockin' in Rockford August 14 & 15

Event to bring in nearly \$1.2 million dollars in estimated economic impact to the region

FOR IMMEDIATE RELEASE

August 10, 2021

Rockford, IL – A popular obstacle course built around teamwork and mud is once again returning to Rockford. The Tough Mudder race takes place August 14-15, 2021, on the grounds of the Chicago Rockford International Airport.

This year features three parts to the event. The most popular is the regular option which features a classic 10-mile course and a 5K held both August 14 and 15. The Regional Toughest Mudder Central takes place overnight from 8 p.m. to 8 a.m. Racers run in a five-mile loop as many times as possible in this event. This race is a qualification for the World's Toughest Mudder which is a 24-hour race held later in the year. Roughly 500 participants plan to take part in this qualification race. Finally, two races will be held for kids both Saturday and Sunday. The Mini Mudder event is for kids ages five through eight and the Mighty Mudder event is for kids ages eight through 12.

This year's event is expected to bring to Rockford 7,000 people for Saturday and 1,500 for Sunday and \$1.2 million dollars in economic impact/spending.

"This is one of my favorite events of the whole year. It's great to see thousands of people run through all the muddy obstacles and have a great time!" said Lindsay Arellano, RACVB vice president of sales and servicing. "The organizers of Tough Mudder are a pleasure to work with and it's always exciting to welcome so many people to the Rockford area."

In addition to the run, there will be a festival zone with music, food trucks and beer sponsored by Goose Island. Those interested in registering should head to www.toughmudder.com/weekends/chicago-2021 to claim their spot in the race.

Media: Contact Dan Obert at the RACVB to set up interviews and onsite demos with Tough Mudder staff.

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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