

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Launches Website and Fan Trail dedicated to Rockford Peaches; Invites Fans to Visit City Peaches Loved

FOR IMMEDIATE RELEASE

August 4, 2022

**Rockford, IL** – The Rockford Area Convention & Visitors Bureau announced today the launch of the **Rockford Peaches Fan Trail** and **website GoRockfordPeaches.com**. Fans and historians can experience life as a member of the Peaches by taking the Fan Trail from Beyer Stadium where they played home games to places around Rockford the team frequented.

Rockford, IL was home to the Peaches for their twelve-year run as a professional baseball team. Many learned about the true-life story of the Peaches with the 1992 feature film “**A League of Their Own**.” Now with the **Prime Video** series of the same title to be released August 12, many more will learn of this famous and beloved all girls pro ball team.

“The Rockford Peaches team is a source of pride for the community, and we are thrilled to be able to provide this new website and Fan Trail for visitors and the community,” said John Groh, president/CEO, Rockford Area Convention & Visitors Bureau. “As new audiences become fans of the Peaches and others rekindle their affection, we invite them to visit Rockford and explore the city the Peaches loved.”

Designed by Lightwave Creative of Rockford, the new website devoted to the Rockford Peaches provides easily accessible historical and visitor information for anyone who wants to learn more or hit the Fan Trail.

A portion of the site is dedicated to the Fan Trail with a map to download. In addition to Beyer Stadium, 7th Street Train Station and Sinnissippi Park, fans will want to visit the Peaches mural created last month in Rockford on 7<sup>th</sup> Street, tour The Girls of Summer permanent exhibit at the **Midway Village Museum**, and experience Prairie Street Brewing Co. for its Peach Wheat beer, among other stops.

“It is our pleasure to be a partner in the new Peaches Fan Trail by supporting archival access and historical context,” said Patrick O’Keefe, executive director of the Midway Village Museum. “We can’t wait for visitors and our community to have a new experience with the Rockford Peaches. Our collaboration with the RACVB has brought new energy to the Peaches story.”

**For more information about the Rockford Peaches and the Fan Trail** - including retro video of the team, player biographies, Peaches statistics and a downloadable Fan Trail map - visit [GoRockfordPeaches.com](http://GoRockfordPeaches.com) or follow @GoRockford on Facebook, Instagram, LinkedIn and Twitter.

###

**ABOUT:** RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. [gorockford.com](http://gorockford.com)

**FOR MORE INFORMATION:** John Groh, President/CEO, Rockford Area Convention & Visitors Bureau, [jgroh@gorockford.com](mailto:jgroh@gorockford.com) or 815.963.8111.