

# FAST FACTS

Rockford Area Convention & Visitors Bureau



## Rockford Region Hosts Amateur Athletic Union Rockin' Rockford Grand Prix This Weekend

*Visitors to spend an estimated \$841,000.00 in the region*

FOR IMMEDIATE RELEASE

March 8, 2023

**What:** The Rockford Area Convention & Visitors Bureau (RACVB) and the Rockford Park District are pleased to welcome the **2023 Amateur Athletic Union (AAU) Rockin' Rockford Grand Prix** back to the Rockford region for a fifth year this **March 11-12, 2023**. There are **222 teams** registered, **athletes (10U through 18U)** and **5,000 total visitors** expected to be here. This is an opportunity for media to take photos of this elite sports tournament that fills **approximately 2,000 room nights** with visitors projected to spend an estimated **\$841,000.00** while visiting the Rockford region.

**When:** **Saturday-Sunday, March 11-12, 2023**  
(Full Schedule: <https://bit.ly/3kTu8Aw>)

**Where:** **UW Health Sports Factory** (305 South Madison Street, Rockford, IL 61104)  
**Mercyhealth Sportscore Two** (8800 East Riverside Boulevard, Loves, Park IL 61111)

**Why:** "On behalf of the Amateur Athletic Union we are happy to bring the Rockin' Rockford Grand Prix tournament back to the Rockford region for a fifth year. We look forward to another successful tournament weekend and continue to choose this community for the great customer experience, accommodations and easy accessibility for all participants and spectators," said Justin Basovsky, AAU tournament director.

"On behalf of the Rockford Area Convention & Visitors Bureau, and our local area partners, I'd like to extend a warm welcome to the AAU volleyball tournament players, coaches and fans. We wish all the athletes competing in the Rockford region this weekend much success," said Lindsay Arellano, RACVB vice president of sales & service. "This tournament will certainly have a ripple effect on the entire community with folks booking room nights in our area hotels, supporting local businesses and venturing out to do fun things in their spare time. We hope everyone enjoys their time and has an unbeatable experience."

“We are always thrilled to host the Rockin’ Rockford AAU tournament and make sure that guests are well taken care of while visiting Rockford Park District facilities. This time, in addition to the UW Health Sports Factory, the AAU tournament will utilize Mercyhealth Sportscore Two which will allow for even more athletes to compete and come together for their common love of volleyball,” said Derek Papich, Manager of Mercyhealth Sportscore Complexes.

**Other:** For additional information visit <https://www.rockinrockford.com/>.

**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](http://www.gorockford.com)

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**FOR MORE INFORMATION:**

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