

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



New Rockford Public Art Trail Launched

RACVB invites visitors and residents to explore and experience Rockford's abundant public art offerings

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The **Rockford Public Art Trail**, a new program that aims to bring awareness and visitation to the vibrant art scene in the Rockford region, was announced today by the **Rockford Area Convention & Visitors Bureau**. The Rockford region is home to more than 100 public murals and substantial works of permanent and temporary sculptures that residents and visitors can enjoy online and in person along the Rockford Public Art Trail.

The Rockford region has embraced public art for decades. In recent years, a surge of interest and support has led to an infusion of art throughout the county. As inventory has grown, so has the need for a comprehensive source to showcase the stunning works. **Rockford Public Art Trail** fills the need and includes art installations owned across multiple organizations, communities, and mediums.

"Rockford has both a high quality and quantity of public art and we want to showcase that to potential visitors and our residents" said **John Groh**, RACVB president/CEO. "The new Rockford Public Art Trail will help RACVB celebrate and promote public art to visitors and also make it more accessible and easier to find and enjoy for our residents."

MOBILE PASSPORT: Residents and visitors can access the online home of the trail at www.RockfordPublicArt.com where they will register for a mobile-friendly "passport". The passport is an online directory which allows a user to use geo-location services on their mobile device to find public art near them. Then a user simply goes to the mural or sculpture location and checks-in using their mobile device. Users can also access artist information, and history and details of the piece of art.

RACVB has been a long-time supporter of public art and in 2019 created and launched CRE8IV: transformational art. Since then, RACVB – with the support of partner organizations and sponsors – has commissioned more than 40 large-scale murals in Rockford and Winnebago County and installed dozens of permanent and temporary works of sculpture in Rockford. "Adding public art to public spaces enhances our neighborhoods and brings vibrancy to our community, which is good for residents and makes our community more appealing to potential visitors," said Groh.

PRIZES: each check-in will earn points which can be redeemed for prizes. Only 5 check-ins are needed to be eligible to win a prize or points can be accumulated and go towards larger prizes as more sites are visited.

In addition to the points, as part of the kick-off celebration of the Public Art Trail a \$250 Visa gift card will be awarded via a drawing on August 1. All users with 5 or more check-ins by August 1 will be automatically entered to win. Users will gain an additional entry with every 5 check-ins completed by July 31.

“We wanted to offer a pass that would be easy and fun to use while bringing awareness to residents and visitors of the great art scene in the Rockford region,” said **Elizabeth Falls**, RACVB, marketing manager. “We are excited for this launch and hope users will have a new appreciation of the large-scale murals and sculptures in our area.”

FREE: Rockford Public Art Trail, including registration and access to all online information is free and open for all. Currently there are over 80 public art locations available, with more being added. Only works of art that are open to the public without admission or fee for entry are included in the trail.

“As an advocate for participation in and access to the arts, we’re excited to see RACVB launch this new trail. Public art is uniquely accessible—it brings together diverse perspectives and cultures, and creates a common experience. The Rockford Public Art Trail is an opportunity to discover different neighborhoods and businesses, elevate the work of our creative community, and celebrates the impressive collection of public art in our region.” said **Mary McNamara Bernsten**, executive director, Rockford Area Arts Council.

ONLINE: www.RockfordPublicArt.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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