**Animal Rescue Expo Debuts in Rockford***Inaugural Charitable Expo Estimated to Bring $120,678 to Rockford Region*

**FOR IMMEDIATE RELEASE**  
**March 11, 2025**

**ROCKFORD, IL** — GoRockford and Rockford Park District are pleased to welcome a first-time event to Rockford. The Animal Rescue Expo will be held at the **UW Health Sports Factory** (305 South Madison St., Rockford) and is estimated to bring in 2,000 visitors and an estimated economic impact of $120,678.

This premier expo event will span over 30,000 square feet, offering shopping, entertainment, and educational opportunities. Attendees can explore a diverse range of vendors featuring high-quality pet supplies, specialty products, and expert resources. In addition, attendees will have the opportunity to meet adoptable pets from local rescues and enjoy engaging live demonstrations, including an educational birds of prey exhibit. Families can participate in interactive activities such as a complimentary kids’ craft area, professional face painting, and exciting raffles.

“We are excited to welcome this first-time event to the facility,” said **Milton Phillips**, UW Health Sports Factory Supervisor.  “UW Health Sports Factory is a very versatile venue, where competition, community, sports, and unforgettable and meaningful events come to life.”

Lisa’s Little Rescue, a respected Wildlife Rehabilitation Center in Rockford, is hosting the expo as a fundraiser to support animal welfare and community outreach. Proceeds benefit The Kibble Korner, a nonprofit pet food pantry that provides essential supplies to low-income families, helping them care for their pets and reduce shelter surrenders due to financial hardship. "I’m so excited to bring the only charitable pet expo to Illinois,” said **Lisa Beardsworth, Lisa’s Little Rescue owner**. “We have over 100 vendors signed up and expect this event to grow next year. It’s going to be an incredible day for pet lovers and families!"

"We are thrilled to introduce the inaugural **Animal Rescue Expo** to the community," said Kara Davis, Senior Sales Manager at **GoRockford**. "This event offers a unique opportunity for both residents and visitors to engage with local rescue organizations, learn about animal welfare initiatives, and support meaningful causes. Beyond providing an enjoyable experience, the expo will play a vital role in raising awareness for animal rescue efforts, encouraging adoption, and fostering a stronger, more compassionate community for pets and wildlife alike."

The Animal Rescue Expo will be held from 11 a.m. – 4 p.m. on Saturday, March 15, 2025. Admission is $5 for adults. Children under 12 and veterans are free.

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**About:** GoRockford 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, GoRockford 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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