

RACVB Announces New Community Information Center

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention and Visitors Bureau has committed to the development of a community information center at one of Rockford's primary gateways, the Clock Tower Resort & Conference Center. Slated to open in late spring, the new facility will provide visitors with information on living, working, playing, learning and investing in the Rockford Region.

“The new community information center will provide a valuable tool to better capture more travelers off of I-90 and to serve visitors who are looking for any kind of information about the entire region,” says David Preece, President & CEO of the RACVB. “Information centers encourage visitors to stay longer, and therefore bring greater economic wealth to our area.”

The community information center will be located at the Clock Tower Resort, near the east door at the entrance to the theatre/retail shops area and will be designed around a Live-Work-Play theme that incorporates the new Rockford Region brand. A variety of information and services will be available at the center including brochures and maps of area hotels, shops, restaurants, attractions, churches, health centers and recreational facilities; literature on real estate listings and business opportunity resources; “Real. Original. Rockford” retail merchandise; and Van Galder airport bus tickets and parking passes.

Through a partnership with Van Galder Bus Company, the RACVB will hire a full-time community information center manager who will oversee volunteers and operation of the facility. Some of the community partners who have pledged their financial support for the information center include: Rockford Park District, Rockford Chamber of Commerce, Rockford Area Economic Development Council, Chicago/Rockford International Airport, City of Rockford and Winnebago County. The center will be open seven days a week with extended evening hours to better serve traveler's needs.

Construction on the site is under way, with project completion scheduled for May 2008.

Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit www.gorockford.com.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism.

FOR MORE INFORMATION:

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