



127 North Wyman Street
PO Box 4331
Rockford, Illinois 61110
Ph: 815.964.6221
Fx: 815.963.8716

River District Association Wants You To “LIVE IT UP DOWNTOWN”

Rockford, IL (October 27, 2004) – The River District Association today announced a marketing campaign and plans to aggressively market Rockford’s downtown River District. The marketing campaign – the first of its kind for the association – will highlight the wide breadth of assets found in downtown River District and the many activities that take place there day and night.

The campaign, entitled “**Live It Up Downtown**” exudes the energy and creativity of the River District. “*Enjoy YOUR River District*” is a partner phrase incorporated into the campaign to send the message that River District is a neighborhood for all residents and visitors to participate in and enjoy. **GinestraWatson**, a full service, advertising agency located in River District, created the concept and design of the campaign for River District Association. Four posters, denoting residential, recreational, entertainment and the river itself, will be posted throughout the City of Rockford to raise awareness and enhance perception. Larger-sized vinyl images will be posted on the sides of RMTD buses throughout Rockford. Another full service advertising and design firm, **Imicci**, created an *Entertainment Guide* brochure that has been distributed to over 45,000 households throughout Rockford and surrounding communities. Another 10,000 brochures will be distributed to businesses and attractions throughout the Rockford and Midwest Region. Radio and TV PSAs will also be employed to further the message to “**Live It Up Downtown**”.

“The River District continues to grow and offer Rockford residents a neighborhood with the City’s only mix of theatre productions, nationally renown museums, unique restaurants and bars, distinctive shopping spots, and a plethora of recreational opportunities. It’s also an area offering some of the City’s most unique living spaces,” said Stephen Moore, President of the River District Association. “The goal of this marketing campaign is to drive more people downtown to participate in the active lifestyle.”

For more information, contact the River District Association offices at (815) 964-6221 or go online at www.riverdistrict.com.

River District Association

River District Association is a private, non-profit organization with business and residential members. The organization’s mission is to create a growing, thriving, prosperous business and residential community in the heart of the City. River District is a downtown neighborhood with geographical boundaries. With over 460 members, the organization works to plan, promote, and preserve the District’s assets and heritage.

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The beautiful Rock River is a vital component of Rockford's River District, drawing resident and visitor boaters from around the region. River District offers the area's finest collection of arts, entertainment, cultural activities, parks, unique dining and shopping experiences, and luxurious loft apartments. The District is also home to City, County and Federal government, County Court system, and numerous law offices, architectural firms and many types of professional businesses. Another unique asset of the River District is its rich architectural and historical legacy.

River District Association would like to recognize and thank its 2004 Sponsor Partners, Amcore Bank, Associated Bank, LaMonica Beverages, Lorden Distributing Company, Rockford Area Convention & Visitors Bureau, and William Charles Investments, Inc.

For more information: Contact Kim Wheeler at 964-6221 or Rebecca Kopf at 621-8295.

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