

# **NEWSRELEASE** **ROCKFORD PARK DISTRICT** MAKING MEMORIES FOR A LIFETIME

**From:** Rockford Park District  
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## **Rockford Park District Launches “Making Memories for a Lifetime” Marketing Campaign; Seeks Community Members to Share Experiences and Favorite Memories**

**Rockford, IL** – The Rockford Park District has been helping people enjoy life for over 100 years. Some of these special memories could include spending time at a favorite neighborhood park or enjoying the game of golf on one of the District’s top-notch golf courses. Or maybe a favorite memory could include spending summers at one of the many Park District summer camps or participating in a variety of sporting activities like soccer, skating, hockey, horseback riding, tennis, or swimming.

These are just a few of the many ways that the Rockford Park District has touched the lives of area residents, and the District is launching a “Making Memories for a Lifetime” campaign to capture and share these lifetimes of memories and experiences.

The campaign will feature Rockford-area residents sharing their favorite Park District memories, which will be aired on a series of television and radio commercials, ads, banners, signs, and on the District’s web site at [www.rockfordparkdistrict.org](http://www.rockfordparkdistrict.org). Local media outlets have partnered with the District to air these memories as part of a public service announcement campaign.

“Last year’s 100<sup>th</sup> anniversary memory moments campaign focused on the history of our parks and facilities. This year, we are taking it a step further by capturing and sharing some of the wonderful stories and favorite memories submitted by area residents. It is truly amazing how many people have been positively impacted by the Rockford Park District. We will now have an opportunity to hear and share our residents’ stories,” said Marketing & Communications Manager Denise Delanty.

The Park District has set up a page at [www.rockfordparkdistrict.org/memories](http://www.rockfordparkdistrict.org/memories) on their web site for residents to submit their favorite Park District memories and photos. The District will select and feature some of these testimonials and stories as part of their campaign. Submissions selected will receive free passes to a variety of Park District facilities.

For more information, contact Denise Delanty at 815-987-8691 or [denisedelanty@rockfordparkdistrict.org](mailto:denisedelanty@rockfordparkdistrict.org).

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**ROCKFORD PARK DISTRICT**

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For assistance and information on accessibility, contact RPD Customer Service at 815-987-8800 (TTY, 888-871-6171).



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superior park and recreation services