



**IOWA STATE FAIR
BLUE RIBBON
FOUNDATION**

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FOR IMMEDIATE RELEASE

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Blue Ribbon Foundation Breaks Corndog Kickoff Fundraising Record for 6th Consecutive Year

Des Moines, IA - Iowa State Fair fans celebrated our “Locally Grown” traditions Saturday, July 9th at the Blue Ribbon Foundation’s 20th annual Corndog Kickoff Benefit Auction and Fair Food Grazing Party. For the 6th consecutive year, the Corndog Kickoff has broken a record but this year was far above others. Last Saturday’s event raised a total of **\$684,600** for the renovation and preservation of the Iowa State Fairgrounds!

Two thousand Iowa State Fair supporters gathered for a night of fun, food and fundraising. The Blue Ribbon Foundation auctioned off 28 live and 243 silent auction packages for totals of **\$318,100** and **\$61,480**, respectively. Patron contributions totaled **\$252,750**. The remaining funds consisted of ticket and merchandise sales.

“The Corndog Kickoff set a tremendous record this year in terms of attendance and dollars raised,” said Peter Cownie, Blue Ribbon Foundation Executive Director. “The Blue Ribbon Foundation is grateful for the nearly 2,000 Fair-lovers who came out to support the institution that we all hold near and dear to our hearts. Thank you on behalf of the Blue Ribbon Foundation and the Iowa State Fair for a remarkable evening.”

The Blue Ribbon Foundation encourages the public to attend this year’s Iowa State Fair, August 11-21. As you stroll through the Fairgrounds this August, please notice the many improvements made possible through the support of Fair-lovers like you. Make a point to explore the finished renovation of the Oman Family Youth Inn. The final phase of construction replaced windows, improved the main stage area and enhanced the kitchen facility. New landscaping and a parking lot complete the north side of the building and be sure to notice the refreshed exterior of the facility.

Connecting Grand Avenue and the Richard O. Jacobson Exhibition Center, the Ruan Plaza creates a pedestrian walkway on the Fairgrounds. The second phase is finished on the south side of the William C. Knapp Varied Industries Building. This phase of the beautification project paved the gravel parking area, added trees and a dedicated sidewalk for better pedestrian flow. Up on the hill, additional windows were replaced in Pioneer Hall and the south entrance now matches the renovated east entrance.

Since its inception in 1993, the Blue Ribbon Foundation has been raising funds to renovate and restore the historic Iowa State Fairgrounds. More than \$115 million has been generated to date and has supported 40 projects throughout the Fairgrounds. Improvements have been made to the William C. Knapp Varied Industries Building, the Grandstand, the Campgrounds and Ye Old Mill. In addition, funds support the building of new facilities such as the Paul R. Knapp Animal Learning Center, the Elwell Family Food Center and the Richard O. Jacobson Exhibition Center.

The Iowa State Fair Blue Ribbon Foundation is a 501(c)3 non-profit organization. For more information, please contact the Foundation at (800) 450-3732, BlueRF@BlueRibbonFoundation.org or visit www.BlueRibbonFoundation.org.

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