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**'WHAT A RIDE' IOWA STATE FAIR FANS EXPERIENCED AT THE ANNUAL
CORNDOG KICKOFF**

Des Moines, IA- Iowa State Fair fans celebrated “What a Ride” the Blue Ribbon Foundation has experienced over the last 25 years as an organization at the annual Corndog Kickoff on Saturday, July 8th. Last Saturday’s event raised a total of **\$553,000** for the renovation and preservation of the Iowa State Fairgrounds.

Nearly two thousand Iowa State Fair supporters gathered for a night of fun, food and fundraising. The Blue Ribbon Foundation auctioned off 31 live and 231 silent auction packages for totals of **\$149,550** and **\$68,090**, respectively. The Patron contributions totaled **\$282,350**. The remaining funds consisted of tickets and merchandise sales.

“The Corndog Kickoff was a tremendous success raising funds for renovations on the Fairgrounds,” said Peter Cownie, Blue Ribbon Foundation Executive Director. “The Blue Ribbon Foundation is grateful for those who came out to support our institution. 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 10-20. As you meander through the Fair, please notice the many improvements made possible through the support of Fair-lovers like you. Add the Thrill Parks to your “must see” list. Midway construction expanded the existing pavement and created an inviting entrance to welcome guests to the new family-friendly amusement rides. Crews also updated an admission gate and created sidewalks along East 33rd Street allowing for better traffic flow.

The West Plaza beautification project created a distinct pedestrian and parking area to the south of the William C. Knapp Varied Industries Building connecting to the Richard O. Jacobson Exhibition Center and Gate 10. Fairgoers will now easily be able to navigate this area of the Fairgrounds with new sidewalks, landscaping, and lighting.

The Corndog Kickoff has been a pre-Fair tradition since it began in 1997. First held in Pioneer Hall, 460 people were in attendance. Since then, the event has grown to raise more than \$4.9 million for the restoration and preservation of the Iowa State Fairgrounds.

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, Info@BlueRibbonFoundation.org or visit www.BlueRibbonFoundation.org.

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