



**IOWA STATE FAIR  
BLUE RIBBON  
FOUNDATION**

P.O. Box 57130  
Des Moines, IA 50317-0003  
Info@BlueRibbonFoundation.org  
www.BlueRibbonFoundation.org

**Contact:**

Lori Chappell, Iowa State Fair  
515/262-3111, ext. 204

or

Allyson Krull, Blue Ribbon Foundation  
515/262-3111, ext.675

(515) 262-3111 Ext. 671  
(800) 450-3732  
(515) 262-1902 (FAX)

**FOR IMMEDIATE RELEASE**

July 6, 2010

**FAIR SQUARE FUN AT THE 2010 IOWA STATE FAIR**

Introducing the official treat of the Iowa State Fair, Fair Squares! The crisped rice cereal and made-from-scratch marshmallow treat on-a-stick will be available in peanut butter and plain flavors. All proceeds from each \$2 treat will benefit the Blue Ribbon Foundation. The 2010 Iowa State Fair is set for “Non Stop Fun” August 12-22.

Fair Squares are an irresistible snack with a tasty balance of sweet and crunchy with mouthwatering homemade marshmallow. Fresh-made locally and packaged on the grounds, the treats will be available for sale at the brightly colored Fair Square concession trailer located near the northwest corner of the Administration Building. The volunteer-staffed booth will be open while supplies last from 9 a.m. to 9 p.m. each Fair day.

Proceeds from the unique concession item will directly benefit the Blue Ribbon Foundation and its efforts to renovate and preserve the historic Iowa State Fairgrounds. The Iowa State Fair Blue Ribbon Foundation was established by the Fair Board in 1993 to conduct a major capital campaign for the preservation and improvement of the Iowa State Fairgrounds.

Since its inception, the Foundation has raised over \$80 million through individual contributions, state appropriations, in-kind services and corporate, federal and state grants. Visible improvements made possible by the Blue Ribbon Foundation in recent years include the upcoming 2010 Fair debut of the Richard O. Jacobson Exhibition Center as well as renovations of the Elwell Family Food Center, Grandfather’s Barn, the William C. Knapp Varied Industries Building and the Paul R. Knapp Animal Learning Center.

Fair Squares joins more than 50 kinds of tasty treats on-a-stick offered by a variety of food vendors, but is unique in that the proceeds from the treats will go directly towards continuing to make the Iowa State Fairgrounds one of the premier facilities in the country.

The Iowa State Fair is set for “Non Stop Fun” August 12-22, 2010. For more information, call **800/545-FAIR** or visit **[iowastatefair.org](http://iowastatefair.org)**.

###

