



**IOWA STATE FAIR
BLUE RIBBON
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Iowa State Fair Blue Ribbon Foundation's Corndog Kickoff sets new fundraising record

Des Moines, IA – With so much to see and do, the Iowa State Fair is an endless game of "I SPY". The 2021 Corndog Kickoff Benefit Auction and Fair Food Grazing Party on Saturday, July 10 celebrated the hidden treasures you can find on the Iowa State Fairgrounds. Last Saturday's event raised a new fundraising record of **\$750,799** for the renovation and preservation of the historic Iowa State Fairgrounds.

More than 2,200 Iowa State Fair fans gathered for a night of fun, food and fundraising in the William C. Knapp Varied Industries Building. The Blue Ribbon Foundation auctioned off 29 live and 228 silent auction packages for totals of **\$292,000** and **\$111,642**, respectively. Patron contributions totaled **\$304,000**. The remaining funds consisted of ticket and merchandise sales.

"The Corndog Kickoff was a great 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 12-22. As you stroll through the Fairgrounds, please notice the many improvements made possible through the support of Fair-lovers. Enjoy a tractor pull at the new Elwell Family Park. This new events arena features permanent seating for 2100, grass hills for viewing, a concessions trailer and temporary restrooms.

Fairgoers of all ages will enjoy the new Family Garden north of the Paul R. Knapp Animal Learning Center. This unique space showcases a combination of rural and urban agriculture. You will notice brand new murals southwest of the William C. Knapp Varied Industries Building. The four individually designed murals are meant to give your family the perfect backdrop for an Iowa State Fair photo. Don't forget to take a ride down the Reichardt Family Giant Slide in its new location north of the FFA Buildings.

The Corndog Kickoff has been a pre-Fair tradition since it began in 1997. First held in Pioneer Hall, 460 people attended. Since then, the event has grown to raise more than \$7.2 million for the restoration and preservation of the Iowa State Fairgrounds.

The Iowa State Fair Blue Ribbon Foundation is a non-profit 501(c)3 organization. Since its inception in 1993, the Foundation has generated more than \$165 million for renovations and improvements to the Iowa State Fairgrounds. For more information, please contact the Blue Ribbon Foundation at 1-800-450-3732 or Info@BlueRibbonFoundation.org.

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