



Media Contact:

Kelsey O'Connor  
Marketing and Communications Director  
Iowa Association of Business and Industry (ABI)

515-235-0571  
koconnor@iowaabi.org  
www.iowaabi.org

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## ABI ANNOUNCES "COOLEST THING MADE IN IOWA" STATEWIDE COMPETITION TO CELEBRATE IOWA MANUFACTURING

DES MOINES, January 11, 2024 – The Iowa Association of Business and Industry (ABI) is proud to unveil its brand-new statewide competition in search of the Coolest Thing Made in Iowa. ABI is proud to partner with MidWestOne Bank to host this exciting competition, set to showcase the Iowa manufacturing industry’s best innovations, craftsmanship, and state-of-the-art technologies.

“The competition not only brings attention to all the cool things made in Iowa,” said Mike Ralston, ABI President, “but it also highlights the outstanding career opportunities available in manufacturing – an industry that employs 225,000 people in the state and contributes over \$38 billion to the economy.”

ABI and MidWestOne are joining nearly 20 other state associations who have hosted similar successful competitions. Nominated products in other states have ranged from motorcycles, military vehicles, cheese products, boats, generators, food carts, iron castings, beer, all-terrain vehicles, snow blowers and much, much more.

“As the largest headquartered bank in Iowa, MidWestOne is “all in” on Iowa Manufacturing and economic development,” said Chip Reeves, MidWestOne Bank CEO. “We could not be more pleased to partner with ABI, a champion of Iowa business and industry, to showcase the coolest things made in our great state. Let the coolest thing win!”

Nominations and voting will be open to the public. After products are nominated, they will compete in a popular vote that sets the field for a tournament-style bracket. The Top 16 Iowa-made products will compete in head-to-head matchups to be named the Coolest Thing Made in Iowa.

### Important Contest Dates:

March 25	Nominations Open
April 19	Nominees Announced
April 22 – May 29	Bracket Voting
June 5	2024 Winner Announced

The winner will be announced at ABI’s annual Taking Care of Business Conference, which will be held June 4-6 in the Quad Cities.

Visit [www.coolestthingia.com](http://www.coolestthingia.com) for more information on the contest and to begin nominating a product on March 25.

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The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of member companies representing all industries and sizes in Iowa’s 99 counties. ABI members employ more than 330,000 Iowans.