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ABI Launches Statewide Elevate Iowa Manufacturing RV Tour to Celebrate Iowa Manufacturing

DES MOINES, Iowa — The Iowa Association of Business and Industry is excited to announce the launch of a new initiative as part of its workforce and manufacturing career awareness program, Elevate Iowa. The Elevate Iowa Manufacturing Tour will travel across the state in October to highlight Iowa manufacturers. The tour begins in Des Moines Friday, Oct. 3, and concludes in Altoona Tuesday, Oct. 14.

The tour will kick off with a proclamation signing by Gov. Kim Reynolds, officially recognizing October as Manufacturing Month in Iowa. From there, the RV will visit manufacturing companies, colleges and schools during the seven-day tour, with stops in communities including Des Moines, Ames, Ankeny, Marshalltown, Waterloo, Cedar Falls, Fairfield, Oskaloosa and Pella. The 2024 and 2025 Coolest Thing Made in Iowa winners will also be featured along the route.

ABI launched this tour to showcase the importance of Iowa's manufacturing industry. Manufacturing employs more than 200,000 people and adds more than $43 billion annually to the state's economy. Iowa's strong manufacturing sector does not happen by chance. This tour will spotlight how manufacturers support both the economy and their communities. Local and statewide elected officials will also be invited to join ABI at stops along the route to meet with manufacturers and learn what is needed to ensure continued growth in Iowa.

The RV tour will connect students and educators with Iowa manufacturers, highlighting the wide range of high-tech, high-demand career opportunities available in today's manufacturing industry. The tour concludes Oct. 14 in Altoona in conjunction with ABI's annual Iowa Manufacturing Conference.

"Whether you are driving your car down the road or eating dinner with your family, there's a good possibility something in your car or on your table came from an Iowa manufacturer," said Nicole Crain, president of ABI. "Iowans should be proud of what is made in Iowa by our neighbors. The manufacturing industry is full of talented people, and this initiative will highlight some of those products and the people behind the industry."

The Elevate Iowa Manufacturing Tour is made possible thanks to numerous sponsors and partners committed to promoting Iowa's manufacturers and workforce.

For more information on the manufacturers featured on the tour, visit ElevateIowa.com.

Media are encouraged to attend tour stops for interview opportunities, photos and video coverage at select locations. To learn more, contact Kelsey O'Connor.

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The Iowa Association of Business and Industry 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 comprises member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.