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NOMINATIONS OPEN FOR SECOND ANNUAL COOLEST THING MADE IN IOWA COMPETITION

DES MOINES, April 7, 2025 – The Iowa Association of Business and Industry (ABI) and MidWestOne are partnering once again to host the 2025 Coolest Thing Made in Iowa competition. This initiative highlights Iowa's robust manufacturing industry which contributes over \$43 billion in total economic output to the state each year.

"Iowa is home to nearly 222,000 individuals who are employed by thousands of Iowa manufacturers," said Nicole Crain, ABI President. "This contest highlights not only the cool products made here in our state, but also the creativity and entrepreneurship behind the people that craft them."

Any product manufactured in Iowa qualifies for the contest. Nominations, submitted by employees, consumers, and any other interested parties, are accepted until April 18 at www.coolestthingia.com.

Following the nomination period, a popular vote will determine the Top 16 products. Products will compete against one another in head-to-head matchups, and the products that receive the highest votes in each match-up will advance to the next round. Voting is open to the public.

Important Contest Dates:

- April 7 – April 18: Nominations Open
- April 28: Nominees Announced
- April 29 – May 7: Popular Vote to determine Top 16
- May 9 – June 3: Voting
- June 11: Winner Announced

The winner will be announced at ABI's annual Taking Care of Business Conference, taking place June 10-12 in Council Bluffs.

Competition rules, eligibility requirements, and the nomination form are available at www.coolestthingia.com. The nomination period ends on April 18 and voting will begin April 29.

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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.