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FOR IMMEDIATE RELEASE

Rib Fest Extends Festival Time

Sioux City, IA – At the City Manager’s Press Conference today, Rib Fest event organizers announced an extended festival time. The first year event will take place on Saturday, June 27th. The family friendly festival will take place at the Tyson Events Center Box Office Parking Lot and Terrace in Sioux City. The festival was originally announced to end at 2pm, but due to positive community reaction since announcing the event less than two weeks ago, festivities will now take place from 9am until 4pm. Rib Fest will include a 1k Piglet Dash, a 5k Rib Run, a Piglet Zone full of free activities for kids, a BBQ Picnic, BBQ To-Go, Free Live Music, and a Beer Tent.

“The response to this event has been extremely positive. We’ve extended the length of the event by two hours already in order to accommodate all the people that we are expecting. This year’s live music acts will feature three local bands and will include rock and roll, classic rock, and country music. Due to the overwhelming interest from local musicians, we are still in the midst of the selection process and hope to announce the names of the bands in the upcoming weeks. In addition, the Rib Fest mascot, Riblet will be at the race starting lines and at the Piglet Zone. The location of Rib Fest is anticipated to energize festival goers due to its walking proximity to other area attractions including the Farmer’s Market and the Hard Rock Casino,” said Camp CEO Ali Langseth. “Tyson Foods, Inc. and CF Industries have generously come together as presenting sponsors for the 1st ever Rib Fest in Sioux City. The idea for the Rib Fest grew from a need to grow the Camp’s existing summer fundraiser from a small BBQ sale and 5k run and to fill a void in the Sioux City festival landscape. We looked at what other cities in the Midwest were doing and saw an opportunity to start a Rib Fest right here in Sioux City, similar to what has taken place in Sioux Falls for the last 17 years and draws 29,000 attendees over 4 days. This year’s Rib Fest in Sioux City will feature BBQ from one national vendor – Tyson, but will likely grow to include additional regional and local BBQ vendors in future years. This year’s Rib Fest attendees will be able to purchase hot BBQ meals ready to eat in the Rib Fest picnic area and BBQ To-Go, which is frozen and can be taken home to reheat and eat later. This festival includes something for everyone, from 1k and 5k runs, to free kids’ activities and free live music. The proceeds from the festival will help to support Camp High Hopes’ programs for children, teens and adults with disabilities.”

Early online registration for the 1k Piglet Dash and 5k Rib Run is available until June 12th and include early registration discounts, race shirts, and a BBQ picnic meal. BBQ To-Go pre-orders can also be placed online until June 12th at www.camphighhopes.com and are eligible for a chance to win a free year’s supply of BBQ.

Camp High Hopes offers individual, barrier-free recreational experiences that are fun, safe and adaptive for children, teens and adults with disabilities in the tri-state region. For more information on Camp High Hopes, visit www.camphighhopes.com or call the Camp at 712-224-2267.