

FOR IMMEDIATE RELEASE

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christkindlmarket



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Prairie Meadows Donates \$20,000 to the Iowa European Cultural Connection

Betterment Grant will help fund Christkindlmarket Des Moines – an annual holiday tradition

September 16 – Des Moines. Prairie Meadows recently awarded the Iowa European Cultural Connection (IECC) a Betterment Grant totaling \$20,000. The grant will help fund Christkindlmarket Des Moines (CDM). Prairie Meadows is a nonprofit organization dedicated to lessening the burden of government by promoting economic development, jobs, agriculture, and tourism in the state of Iowa.

“We're pleased to welcome Prairie Meadows as our Presenting Sponsor and hope to continue this community partnership for many years to come”, Suzanne Hull, the Director of Christkindlmarket Des Moines, explains. “For the last seven years, CDM has brought so much joy to the attendees, the surrounding communities and volunteers and we're pleased to have become an annual family tradition”.

The Betterment Grant will improve the lives of people in central Iowa by enabling the Iowa European Cultural Connection to produce Christkindlmarket Des Moines again this year. The \$20,000 grant will allow IECC to offset the costs of electrical distribution and electrical equipment rental to illuminate Principal Park during the festival on December 1 – 4.

“As a nonprofit organization, Prairie Meadows fulfills its purpose by giving back to organizations that support arts and culture, education, economic development, and human services. We are excited to see the impact [insert name of project] will have on our central Iowa community,” said Julie Stewart, Prairie Meadows Vice President of Community Relations.

Visit prairiameadows.com/community and christkindlmarketdsm.com to learn more about these organizations and the causes they support.

About Prairie Meadows

Prairie Meadows began operations as a nonprofit organization in 1989, with the goal of promoting economic development, jobs, agriculture, and tourism in the state of Iowa. Through taxes, grants, and charitable donations, Prairie Meadows has given \$2.1 billion to the state of

Iowa. Prairie Meadows offers slot machines, table games, live and simulcast racing, sports wagering, hotel accommodations, entertainment, and more.

About the Iowa European Cultural Connection (IECC)

IECC's mission is to connect Iowans with European traditions, language learning and cultural experiences. IECC's signature event is Christkindlmarket Des Moines taking place December 1 – 4, 2022 at Principal Park. Over the past six years, this unique cultural experience has grown to become the second largest festival of its kind in the U.S. based on average daily attendance.

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Christkindlmarket Des Moines 2022 Sponsors:

Due to the generous support of the Deb and Paul Hayes charitable fund, along with numerous donors and sponsors, we're able to offer Christkindlmarket Des Moines free to our community.

Sponsors include:

Prairie Meadows, MidAmerican Energy Company, Bravo Greater Des Moines, The City of Pleasant Hill, EXIT Realty Capital City, Siegwirk USA Inc., Centennial Warehousing Corporation, Choice Creative Solutions, Duke Rentals, Polk County Board of Supervisors, Chicago Teahouse, EMC Insurance Foundation, Lamberti, Gocke & Luetje, P.C., Gilcrest/Jewett Lumber Co., Hessen Haus, Iowa State Bank, NB Golf Cars, TwoTone Creative, The Arlyn & Alice Hesse Family, Blake and Abby Kessler, Edward Jones – Ryan Kent, CFP®, Eisenlauer Real Estate, Greater Iowa Credit Union, Green State Credit Union, Lincoln Savings Bank, The Rasmussen Group, The Härtel Family, M&M Family, Merrill Lynch, Pierce, Fenner & Smith Inc.

The Iowa European Cultural Connection is a 501c3 tax-exempt non-profit that connects Iowans with European traditions, language education and cultural experiences.

