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**FOR IMMEDIATE RELEASE**

## **Prairie Meadows Raises More Than \$111,000 for Iowa Veterans**

*All Proceeds Stay in Iowa to Benefit Veterans through the American Legion of Iowa*

November 17 – Altoona, IA. Prairie Meadows hosted the fourth annual Vets of Valor Radiothon on Friday, November 10. Prairie Meadows in partnership with 93.3 KIOA and First Class Community Credit Union raised more than \$111,000 to help Iowa veterans through the American Legion of Iowa.

“Thanks to the generosity of our sponsors and KIOA listeners, The American Legion of Iowa is able to continue the Vets of Valor program of providing assistance to Iowa veterans and their families,” said John Derner of the American Legion.

Prairie Meadows matched donations received during the 9 a.m. and 5 p.m. hours. In total, Prairie Meadows donated \$15,000.

“Once again, our listeners and business sponsors have come through in a big way for Iowa veterans and their families through Vets of Valor. Our goals were not only to raise funds, but also to share stories of success and encourage those in need to ask the American Legion of Iowa for help. We remain committed to serving those who served us, not just on Veterans Day, but every day,” said Alan White, Brand Manager 93.3 KIOA.

The radiothon ran from 6 a.m. – 6 p.m. in the Prairie Meadows lobby, near the main casino entrance. 93.3 KIOA’s morning show hosts Max & Amy were on air at Prairie Meadows throughout the 12-hour event while volunteers from Prairie Meadows, 93.3 KIOA, First Class Community Credit Union, and the American Legion of Iowa staffed the phones.

### **About Prairie Meadows**

Prairie Meadows began operations as a non-profit 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 more than \$1.64 billion to the state of Iowa. Prairie Meadows offers nearly 1,800 slot machines, table games, live and simulcast racing, hotel accommodations, entertainment, and more.

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**Casino ♦ Racetrack ♦ Hotel**

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