

# IDAHO® POTATOES

THE ORIGINAL PERFORMANCE FOOD,  
SUPPORTING HEALTHY AND ACTIVE LIFESTYLES WORLDWIDE.



## The Famous Idaho Potato Marathon



Organized by the local YMCA and sponsored by the Idaho Potato Commission, the annual **YMCA Famous Idaho Potato Marathon** is a fun full marathon; half marathon, 10K or 5K course along the Boise greenbelt.

## RODS PARTNERSHIP

Since 2013, the IPC has sponsored RODS Racing, an organization nurturing a positive image of Down syndrome and encouraging the adoption of orphans with Down syndrome. Hundreds of RODS racers compete in a plethora of athletic events across the country, like the Boston Marathon, endorsing “RODS Fueled by Idaho® Potatoes.”



## SUPPORTING COLLEGIATE ATHLETICS

by promoting Idaho Universities!



Boise State University



University of Idaho



Idaho State University

- Our title sponsorship **has the lowest cost** of all 13 ESPN-owned bowls
- The average television audience is **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach

## NATIONAL COMMERCIAL



The IPC advertises during some of the world’s largest athletic events, such as the **Boston Marathon, Ironman World Championship, and Amgen Tour of California!** Hundreds of thousands of people all over the country are still telling the Big Idaho® Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it’s no wonder.



Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on: