

IDAHO POTATO PULSE



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President's Report By Frank Muir

Many of you have seen some of the coverage on IPC's sponsorship of what was formerly the Humanitarian Bowl but now is the Famous Idaho Potato Bowl! As of last week, this renaming had generated over 154 million impressions in the media. The coverage has been positive and wide spread in multiple media outlets. Please see the attached link for details:

<http://pressroom.idahopotato.com/americas-all-star-spuds-score-touchdown/>