

# NEWS RELEASE

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## **Weaver Popcorn Joins Indiana Farmers Coliseum Campaign with Legacy Gift**

INDIANAPOLIS – Today the Indiana State Fair Commission announced the naming of the *Pop Weaver Youth Pavilion* and the *Cheri Daniels Arena* to complete the naming rights for the newly renovated Indiana Farmers Coliseum complex. Pop Weaver entered into a ten year partnership built on a commitment to delivering a quality product and advancing agriculture. With these additions the entire Indiana Farmers Coliseum complex will be sponsored and supported by Indiana-based businesses and organizations that support agriculture.

“This exciting opportunity gives Pop Weaver a chance to engage with more than a million consumers and families for year-round programming, education and entertainment,” said Mike Weaver, President and CEO, Weaver Popcorn Company, Inc. “The Pop Weaver Youth Pavilion will be a key venue that recognizes Cheri Daniels and her profound impact on the fairgrounds and further educates and grows the public’s understanding of agriculture and the impact it has on all our lives.”

As a part of the Indiana Farmers Coliseum complex the Pop Weaver Youth Pavilion was added during the \$63 million renovation that began in the fall of 2012. In honor of Indiana’s Former First Lady, Cheri Daniels, for her passion for the youth of Indiana and her commitment to the Indiana State Fairgrounds the Commission named the arena inside the Youth Pavilion the Cheri Daniels Arena. The venue has hosted nearly a million visitors since its completion in 2013 through public ice skating, livestock competitions and other events.

“During her time as Indiana’s First Lady, Mrs. Daniels was one of the Indiana State Fair’s biggest champions and rarely missed an opportunity to lend her efforts or support to the organization,” said Cindy Hoye, Executive Director, Indiana State Fair Commission. “Being able to honor Mrs. Daniels’ contributions and have yet another Indiana owned business rooted in agriculture support the Indiana Farmers Coliseum Campaign, makes this a very special day for all of us.”

The Coliseum Campaign: Memories in the Making has currently raised \$9.5 million and the Pop Weaver contribution gets the Indiana State Fair Foundation closer to its goal of raising \$10 million. To learn more about the Indiana State Fair Foundation and Indiana Farmers Coliseum complex visit our website, [indianastatefair.com](http://indianastatefair.com).

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### **About Indiana State Fair Commission**

*The Indiana State Fair Commission is a quasi-governmental agency that oversees year-round management of the fairgrounds. The Commission operates as an eight member body that is governor appointed and hires an executive director to implement the policies of the Commission. Established in 1892, the fairgrounds is a modern public event facility that annually hosts more than 300 meetings, shows, sports and agriculture events, including the Indiana State Fair. The Indiana State Fair was first held in 1852 and is the state’s largest multi-day event celebrating the Hoosier spirit and agricultural heritage. The fairgrounds is one of Indiana’s top tourist destinations annually attracting 2 million visitors to its 250-acre campus in Indianapolis’ Midtown district and adding \$124 million to the local economy. The Commission’s mission is to preserve and enhance the Indiana State Fairgrounds and the annual Indiana State Fair for the benefit of all citizens of Indiana. Additional information is available at [www.indianastatefair.com](http://www.indianastatefair.com)*