



PRESS RELEASE

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For immediate release

Cowboy Ball Raises \$78,000 in a Night of Generosity and Community Impact, Sets Record for Scholarships

Coeur d'Alene, Idaho — The North Idaho Fair & Rodeo Foundation's annual Cowboy Ball once again proved to be one of the region's most meaningful nights of giving, raising an impressive \$78,000 during its April 18th event and setting a new record for scholarship support.

The evening brought together community leaders, longtime supporters, and new friends of the Fairgrounds for a night centered on purpose—supporting youth, preserving agricultural traditions, and investing in the future of North Idaho.

Thanks to the generosity in the room, the Foundation awarded \$23,000 in scholarships to 16 outstanding students, empowering the next generation as they pursue higher education and career goals rooted in agriculture, leadership, and community service.

“This night is about so much more than a fundraiser—it’s about people coming together to support something bigger than themselves,” said Serena Caples, Development Director. “The impact we’re able to make through scholarships and facility improvements is only possible because of this incredible community.”

The Foundation extends its deepest gratitude to this year's title sponsors — Stegmann Farms, Knudtsen Auto Group, and Kootenai/Shoshone Farm Bureau — whose leadership and commitment continue to drive meaningful progress through capital improvements, educational programming, and scholarship opportunities.

From heartfelt moments to high-energy bidding, the Cowboy Ball continues to serve as a cornerstone event—one that not only celebrates the spirit of the West but also reinforces the Fairgrounds' role as a place *where North Idaho gathers*.

The North Idaho Fair & Rodeo Foundation would also like to recognize the many volunteers, donors, sponsors, and attendees whose generosity and time made the evening such a success.



Together, this community is building something lasting—investing in facilities, supporting youth, and ensuring the traditions of North Idaho continue for generations to come.

About the North Idaho Fair & Rodeo Foundation

The North Idaho Fair & Rodeo Foundation is a nonprofit organization dedicated to supporting and enhancing the North Idaho State Fair and Kootenai County Fairgrounds—ensuring they remain a vibrant, year-round gathering place for the community. Through fundraising, partnerships, and donor support, the Foundation invests in capital improvements, agricultural education, and youth scholarship programs that preserve the region’s western heritage and strengthen its future. From supporting facility upgrades to empowering the next generation of leaders, the Foundation plays a vital role in sustaining a place where North Idaho comes together.