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***For Immediate Release***

**Idaho Falls Auditorium District Announces Naming Rights Partnership**

*Idaho Falls, ID.* - Idaho Falls Auditorium District (IFAD) is thrilled to announce a new long-term partnership with Mountain America Credit Union. This partnership includes the naming rights of the facility, which will be marketed as Mountain America Center.

“Mountain America is pleased to partner with the Idaho Falls Auditorium District in the naming of the Mountain America Center,” says Sterling Nielsen, president and chief executive officer for Mountain America. “This venue will serve as a gathering place for the community and allow us to further support the Eastern Idaho community by expanding financial education offerings.”

"Partnerships of private enterprise and government are absolutely necessary in order to make projects the size of this one a reality. We are so excited to welcome Mountain America to our project partnership,” said Chairwoman of the Board, Terri Gadzik. “They have stepped up to the plate to help the Event Center team change the face of the economy in Eastern Idaho forever."

The Mountain America Center will be a facility for many different community uses. It will also house a new Idaho Falls minor league hockey team and will be available to host concerts, sporting events, conferences, and other community events. The 48,000 square foot venue will feature an arena with seating up to 5,500 people and a state-of-the-art convention center with flexible configurations. As the naming rights partner, Mountain America’s branding will be visible throughout the facility, with Mountain America Center prominent on the interior and exterior of the building, including a digital marquee sign along the freeway. Additional naming rights opportunities are available inside the facility.

 “IFAD is committed to delivering an Event Center to the Idaho Falls community,” says Rob Spear, Executive Director of the Idaho Falls Auditorium District. “Today Mountain America provided us with the financial momentum needed to move this project forward.”

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**About Mountain America Credit Union**

With more than 840,000 members and $9 billion in assets, Mountain America Credit Union assists members on the right path to help them identify and achieve their financial dreams. Mountain America provides consumers and businesses with a variety of convenient, flexible products and services, as well as sound, timely advice. Members enjoy access to secure, cutting-edge mobile banking technology, over 95 branches across five states, thousands of shared-branching locations nationwide and more than 50,000 surcharge-free ATMs. Mountain America—safely guiding you forward along your financial journey. Learn more at macu.com.

**About Idaho Falls Auditorium District (IFAD)**

The Idaho Falls Auditorium District was formed in June of 2011 to accomplish the goal of building a multi-purpose event center in Idaho Falls, Idaho. The proposed event center will have 27,000 square feet of arena space and 11,500 square feet of meeting space. The 4,000- to 6,000-seat arena will host sporting and entertainment events and the meeting space will host conferences and trade shows. The district is a self-funded public board, tasked with raising funds for the proposed Idaho Falls Event Center. The project will be funded by a 5-percent tax on hotel room bookings and private fundraising.###