**FOR IMMEDIATE RELEASE**

**Idaho Falls District Auditorium Partners with**

**Golden Valley Natural for Arena Naming Rights**

**IDAHO FALLS, ID – May 3, 2021 –** The Idaho Falls Auditorium District (IFAD) is thrilled to announce a new partnership with Golden Valley Natural, which will donate $2,000,000 to secure the naming rights to the new arena within the Mountain America Event Center. Golden Valley Natural will name the arena “Hero Arena” in honor of its Hero Jerky snacks line and the everyday American heroes who inspired it.

“We are excited to announce that Golden Valley Natural is sponsoring the Sports and Performance arena within the new events center,” said Ben Ball, President of Golden Valley Natural. “We couldn’t be more thrilled to participate in this major addition to our community.”

Since 2017, Golden Valley Natural has been producing Hero Jerky in Shelley, Idaho. A portion of each sale goes to the Fisher House Foundation, which provides “a home away from home” for families of patients receiving medical care at major military and VA medical centers. In addition, Hero Jerky features members of the U.S. military on its product packaging and will include everyday heroes like firefighters, teachers, and nurses in the future.

“We are excited about the jobs this new event center will provide our community and the economic impact that it will have. Sports competitions, concerts, and other events will draw in patrons from around the region and state,” said Mr. Ball. “We hope it will be a center that all East Idaho families flock to.”

"We’re so honored to have Golden Valley Natural join our partnership as our arena sponsor,” said Chair of the Board, Terri Gazdik. “We’re excited to display the Hero brand logo, and what it represents, in our facility."

The Idaho Falls Auditorium District will have a 27,000 square foot arena capable of seating up to 5,500 people. An additional 11,500 square feet of meeting space, including three convention rooms, will allow the event center to host conventions and trade shows. Flexible meeting spaces, proximity to the I-15 highway, and ample parking will make the facility an attractive venue for events of all kinds. The Idaho Falls Auditorium District will promote cultural growth in local communities while generating revenue and jobs for eastern Idaho.

“Giving back to the community is an important part of Golden Valley Natural’s mission and they gave back in a monumental way today,” said Executive Director Rob Spear.

“We hope that all who participate and perform within the walls of Hero Arena will be heroes in their own right,” said Mr. Ball.

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**About Golden Valley Natural**

Since 1968, Golden Valley Natural has been the leading producer of natural and organic meat snacks in the United States. Headquartered in Idaho Falls, Idaho, our state-of-the-art facilities manufacture our products safely for your family. We never add preservatives, erythorbate, nitrite, or MSG to our meats. Go west and snack well with Golden Valley Natural.

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

The Idaho Falls Auditorium District was formed in June of 2011 to build 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 5,500 seat arena will host sporting and entertainment events, and the meeting space will host conferences and trade shows.