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**Blue Cross of Idaho Sponsors New Conference Center at the Mountain America Center**

**~** *New 11,500 Square-Foot Conference Center is Expected to Attract Regional Trade Shows and Boost Local Economy ~*

***BOISE, Idaho, June 30, 2021*** – Today, Blue Cross of Idaho announced it signed the naming sponsorship of the new conference center at the Mountain America Center. The new Blue Cross of Idaho Conference Center, which broke ground on May 18, 2021, is set to be complete in September 2022.

“Blue Cross of Idaho is pleased to partner with the Idaho Falls Auditorium District and play a role in the new Mountain America Center in Idaho Falls,” said Paul Zurlo, President of Health Markets for Blue Cross of Idaho. “Idaho Falls is ideal to host large, regional conferences and trade shows – such as multi-state farm expos, fly fishing conventions or auto shows. Blue Cross of Idaho made a 20-year commitment to the Idaho Falls Auditorium District to bring the new conference to life. We believe it will be a major boost to the city’s economy and look forward to seeing the arena completed.”

“Blue Cross of Idaho is a ‘blue-chip’ company and we are thrilled to have them as part of the team building the Mountain America Center,” said Terri Gazdik, Chair of the Idaho Falls Auditorium District Board. “Their contribution to this center reflects their commitment to Eastern Idaho and we are very appreciative to have them supporting this project.”

The new venue is approximately 48,000 square feet and will hold up to 5,500 spectators for concerts, high school sports tournaments, and a new Idaho Falls junior hockey team.

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***About the Idaho Falls Auditorium District***

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. For more information, visit [***https://www.idahofallsauditoriumdistrict.com/***](https://www.idahofallsauditoriumdistrict.com/)

***About Blue Cross of Idaho***

Blue Cross of Idaho Health Service, Inc., a not-for-profit mutual insurance company based in Meridian, Idaho, is a leader in delivering innovative health insurance products, services and information to more than 601,000 members. For 76 years, the company has advocated on behalf of its members to ensure they have access to high-quality healthcare at the lowest possible cost. It also serves the people of Idaho through support of community organizations, programs and events that promote good health. Blue Cross of Idaho Health Service, Inc. is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit [***bcidaho.com***](http://www.bcidaho.com/).