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***COMMUNITY NEWS FOR IMMEDIATE RELEASE***

## Smithfield is a Gold Level Lead Gift Sponsor *Company Donates to Algona RAGBRAI*

On Monday, July 3, employees of Smithfield presented the Algona RAGBRAI committee with a Gold Level sponsorship gift. Smithfield joins Pharmacists Mutual as one of the first Gold Level lead gifts supporting RAGBRAI's stop in Algona on July 24. Sponsorship dollars will help to ensure that all local and area residents as well as thousands of RAGBRAI guests can enjoy an excellent, family-friendly entertainment line-up for 13 hours during the Algona RAGBRAI event.

Conley Nelson, General Manager of Smithfield's Midwest Division, said that many reasons and factors motivated the decision.

"Smithfield sells pork everywhere, internationally and domestically, all across the country and all across the state," Nelson said. "This is a unique audience coming in with RAGBRAI, and it's a great opportunity to showcase Smithfield to a lot of different people."

Many riders enjoy pork along the ride. Smithfield employees named some of their favorite pork products, including bacon, pork burgers, pulled pork and smoked ribs, which can be found along the RAGBRAI route and in Algona.

Nelson also said that Smithfield wants to support the community.

"We want to be good corporate citizens and participate in special events like this," Nelson said. Additionally, several of their employees serve on the RAGBRAI committee or will be hosting riders during the overnight stop.

The Algona RAGBRAI committee again thanks Smithfield for its generous contribution. RAGBRAI riders will "Discover Our Oasis" during their overnight in Algona on July 24. For more

information about Algona RAGBRAI, visit their website at [www.algonaragbrai.org](http://www.algonaragbrai.org) or follow them on Facebook and Twitter.



Smithfield Midwest General Manger Conley Nelson and other Smithfield employees present Rick Murphy and Algona RAGBRAI representatives with their donation.