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**FOR IMMEDIATE RELEASE**

## **icare Announces the Thirteenth Annual EAT-A-THON: Date and Location, Food and Format, and Participating Non-Profits**

March 14, 2019 — Des Moines, IA — With the event just six weeks away, the nonprofit icare announced the date and location, food and format, and the participating non-profits for its Thirteenth Annual EAT-A-THON, a one-of-a-kind community-based fundraiser for central Iowa nonprofits that is camouflaged as an eating competition. In the EAT-A-THON, contestants (eaters) representing 12 central Iowa nonprofits secure “pledges” (promises of money for each ounce of food they eat) prior to the event, and eat as much food as they can at the event in order to raise money for their respective nonprofits.

In partnership with the Drake Relays Presented by Hy-Vee, this year’s EAT-A-THON will take place just outside of Drake Stadium’s Blue Oval in the “Fan Zone” on Forest Avenue. The event will take place from 11 a.m. to noon on Saturday, April 27. “This will be a fabulous addition to the festivities available for fans outside the stadium,” said Blake Boldon, the Franklin P. Johnson Director of the Drake Relays. “We are excited to welcome 12 fantastic nonprofits and their causes onto Drake’s campus to be a part of the Relays’ festivities.”

A new menu and format are also part of the excitement. Jethro’s BBQ is fueling the EAT-A-THON this year with a new food de résistance: the world famous, five-pound Adam Emmenecker sandwich. Because this behemoth is too much for one person, and in honor of the event’s new host, the EAT-A-THON is using a Relays-inspired team format: a 4 x 4 relay race. That is, 48 contestants are representing the 12 nonprofits to form 4-person relay teams for each nonprofit, with each eater racing (eating) for 4 minutes before passing the baton to his or her teammate, and all in order to eat as much of the Emmenecker as they can in 16 minutes.

The 12 participating nonprofits all hail from central Iowa and include [Eat Greater Des Moines](#), [Orchard Place](#), [Blue Lips Foundation](#), [Griff Gives Back](#), [Hispanic Educational Resources](#), [Community Youth Concepts](#), [Kids First Law Center](#), [Puppy Jake Foundation](#), [Iowa Hands & Voices](#), [Kick It Forward](#), [Bulldog Club](#), and [Children’s Garden](#). The 4-person relay teams representing each of the 12 nonprofits are composed of eaters from each of the following four categories: a nonprofit executive, a local celebrity, a lawyer, and a person served by the nonprofit. To find out who is eating for each nonprofit, please visit the event’s webpage below.

### **EAT-A-THON Quick Hit Details:**

Who: 12 Iowa nonprofits, their 48 eaters, and supporters.

What: A fundraiser camouflaged as an eating competition.

When: Championship Saturday from 11 a.m. to noon, April 27, 2019.

Where: The Drake Relays—just outside the Stadium in the Fan Zone on Forest Avenue.

Why: To make our communities a better place!

How: Make an online pledge at [www.iowacare.org](http://www.iowacare.org)

icare is an Iowa non-profit corporation with federal 501(c)(3) tax-exempt status. icare runs the EAT-A-THON, which this year is hosted by the Drake Relays, fueled by Jethro’s BBQ, and presented by Dorsey & Whitney LLP.

