

IOWA CULTURE

FIND ART. FIND HISTORY. FIND CULTURE.

PARTNER KIT

OFFICE OF THE GOVERNOR
Governor Terry E. Branstad ★ Lt. Governor Kim Reynolds

FOR IMMEDIATE RELEASE: Monday, August 17, 2015

Contact: Jeff Morgan, Iowa Department of Cultural Affairs, 515-281-3858

Gov. Branstad and Lt. Gov. Reynolds Announce Iowa Culture App

Free mobile app features more than 3,500 arts, history and cultural destinations in Iowa

(DES MOINES) – Iowa Gov. Terry E. Branstad and Lt. Gov. Kim Reynolds announced today the launch of Iowa Culture, a new interactive mobile app that puts the largest, most comprehensive statewide collection of Iowa arts, history and cultural destinations in the palm of your hand.

“I travel to all 99 counties every year, so I know these destinations are points of pride that connect Iowans and visitors to the stories of Iowa,” Branstad said. “I am very pleased we now have this fun and interactive tool that helps people discover and experience Iowa’s best-kept secrets. I encourage Iowans and others to download Iowa Culture and use it today.”

“The Iowa Culture app not only serves as a marketing and promotional tool, it also offers life-long learning opportunities for people of all ages and across all generations as they discover and experience Iowa,” Reynolds said. “I am especially pleased this project aligns with our STEM initiative by showcasing the use of digital technology as an educational tool, while connecting Iowans with even more opportunities to learn across Iowa. I join Governor Branstad in encouraging Iowans to download it and use it today.”

The Iowa Culture app includes more than 3,500 historic sites, arts experiences and cultural destinations, including sites on the National Register of Historic Places, museums, historic schools and theaters, performing art centers, public art, and science and nature sites.

Through the app, people can plan vacations, weekend getaways and daytrips all across Iowa with a simple search by category or subcategory, keyword, or destinations in their immediate vicinity. Users can also filter their search by town and view destinations as far as 50 miles or as close as one mile to the chosen town. They can also create their own tours or explore featured tours included in the app.

The department began working on the app in 2013 when it recognized Iowa needed a comprehensive inventory of arts, history and cultural destinations. In 2014, the department hosted 30 Community Conversations across the state to ask Iowans for input on local cultural vitality and how the State Historical Building could be a hub for Iowans interested in arts, history, historic preservation and other cultural initiatives.

“During these community conversations, Iowans said they want their communities to be promoted as progressive, innovative and culturally healthy,” Iowa Department of Cultural Affairs Director Mary Cownie said. “Iowans also said they want to increase awareness of and ensure greater sustainability for Iowa’s hidden gems. The Iowa Culture app delivers on those requests by giving people information they can use to discover and explore all of the cultural amenities that Iowa has to offer.”

The Iowa Culture was developed by the Iowa Department of Cultural Affairs and is free and compatible with most iPhones and Android Smartphones. It is available for download by searching “Iowa Culture” in the Apple and Google Play stores.

The Iowa Culture app will continue to grow and evolve as more destinations are identified and added. Iowans are encouraged to suggest a place, submit photos, provide feedback and get more information by visiting www.iowacultureapp.com.

WIN AN EXCLUSIVE IOWA CULTURE EXPERIENCE

In conjunction with today’s announcement, the Department of Cultural Affairs is launching the Iowa Culture Selfie Contest.

Iowans and others are invited to share their most creative selfie at any of the destinations on Iowa Culture and share it on Facebook, Twitter or Instagram with #iowaculture for a chance to win exclusive experiences and getaways to some of Iowa’s unique cultural destinations.

Visit www.iowacultureapp.com for details and official rules.

Share your experiences using #iowaculture.

Facebook: /iowaculture

Twitter and Instagram: @iowaculture

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IOWA CULTURE

FIND ART. FIND HISTORY. FIND CULTURE.



Iowa Culture is a mobile app that is a fun and interactive way to **discover arts, history and cultural destinations in Iowa**. Explore places by category and location, browse featured tours and save favorites to create your own Iowa Culture adventure. The possibilities are endless with mapping tools to direct you to more than **3,500 sites across 99 counties covering 56,272 square miles**.

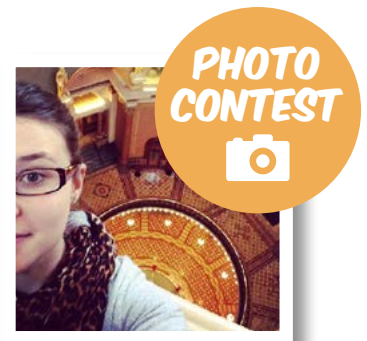
The Iowa Culture mobile app is the largest, most comprehensive, statewide inventory of cultural experiences in the state of Iowa. This inventory will continue to grow as new locations are discovered. Whether you are ready to take a road trip or want to rediscover your local community – arts, history and culture are closer than you think. You'll find:

- | | | |
|-----------------------------|--------------------------------------|----------------------------|
| Art Centers & Museums | Historic Theaters | Monuments and Memorials |
| Historic Barns & Farmsteads | Historical Societies | Performing Arts Centers |
| Historic Bridges | History Museums | Public Art |
| Historic Hotels | National Historic Landmarks | State Historic Sites |
| Historic Markers | National Register of Historic Places | Television and Movie Sites |
| Historic Schools | Notable Iowan Sites | Uniquely Iowa |

The Iowa Culture app is free and compatible with most Android phones, iPhones and iPad devices.

WIN AN EXCLUSIVE IOWA CULTURE EXPERIENCE

Over the next two months we're launching the Iowa Culture app with a photo contest. We invite you to follow us at **@IowaCulture** and share your most creative photo at any of the cultural sites found in the mobile app. Share your photo on Twitter, Instagram or the Iowa Culture Facebook page with **#iowaculture** for your chance to win exclusive experiences and getaways to some of Iowa's unique cultural destinations. For details and official rules visit **iowacultureapp.com**.



Share your Iowa Culture experiences using **#iowaculture**.

IOWA DEPARTMENT OF CULTURAL AFFAIRS

Iowa Culture is a project by the Iowa Department of Cultural Affairs. The department empowers Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.

iowacultureapp.com

Now available in the Apple and Google Play stores. Download it today!



IOWA DEPARTMENT OF CULTURAL AFFAIRS

IOWA CULTURE

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PHOTO CONTEST!

HOW TO PARTICIPATE

Help us launch the new Iowa Culture mobile app over the next two months by sharing your most creative photo at any of the cultural sites found in the mobile app:

- 1 **Take a photo** at one of more than 3,500 sites on the Iowa Culture mobile app
- 2 **Share your Iowa Culture photo** on Twitter, Instagram or the Iowa Culture Facebook page with the hashtag **#iowaculture** and the **name of the location**
- 3 **Vote for your favorite** Iowa Culture photo at iowacultureapp.com/contest

WIN AN EXCLUSIVE IOWA CULTURE EXPERIENCE IOWA CULTURE APP LAUNCH CONTEST

Entries with the most votes will win exclusive experiences and getaways to some of Iowa's unique cultural destinations including:

- Gather nine of your closest friends for an inside look at how the **American Gothic House**, a quaint farmhouse in a small town, became an internationally known icon.
- Join Iowa City lawyer Jim Hayes for a tour of the **Grant Wood Art Colony** and Hayes' residence, 1142, where renowned artist Grant Wood made his home, and where he painted and created lithography.
- Get an in-depth look at what makes Mason City one of the world's best cities for architecture with personalized tours and an overnight stay at the **Historic Park Inn**, designed by Frank Lloyd Wright.
- Travel to downtown Iowa City to experience the historic **Englert Theatre** and enjoy dinner at Share Wine Lounge & Small Plate Bistro.
- Travel to downtown Perry to experience the **Hotel Pattee**, the centerpiece of the Downtown Perry Historic District. The winner and a guest will enjoy an overnight in one of the hotel's Classic Rooms.

For details and official rules visit:

iowacultureapp.com



IOWA DEPARTMENT OF CULTURAL AFFAIRS



PROMOTIONAL MATERIALS

LOGOS

Please use the following Iowa Culture logos, in addition to the Iowa Department of Cultural Affairs logo to promote the mobile app in your marketing and communications vehicles. If you would like the logos in a different file format or a one-color version please contact us at iowa.culture@iowa.gov.



Download: [.EPS](#) | [.JPG](#) | [.PNG](#) | [.PDF](#)



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COLLATERAL

Please use the following print collateral to promote the mobile app in your marketing and communication vehicles. If you would like a poster or advertisement in a specific size, or would like to order hard copies of posters or cards, please contact us at iowa.culture@iowa.gov.

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Iowa Culture is a mobile app that is a fun and interactive way to discover arts, history and cultural destinations in Iowa.

Explore places by category and location, browse featured tours and save favorites to create your own Iowa Culture adventure.

The possibilities are endless with mapping tools to direct you to more than 3,500 sites across 99 counties covering 56,272 square miles.

Now available!

Download on the App Store | GET IT ON Google play

IOWA DEPARTMENT OF CULTURAL AFFAIRS

Download: 11"x17" Poster

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Now available!

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IOWA DEPARTMENT OF CULTURAL AFFAIRS

Download: 8.5"x11" Poster

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iowacultureapp.com

[/iowaculture](https://www.facebook.com/iowaculture) | [@iowaculture](https://twitter.com/iowaculture)

Download on the App Store | GET IT ON Google play

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FIND ART. FIND HISTORY. FIND CULTURE.

500 arts, history and cultural covering 56,272 square miles.

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IOWA DEPARTMENT OF CULTURAL AFFAIRS

Download: 3.5"x3.5" Rack Card

IOWA CULTURE
FIND ART. FIND HISTORY. FIND CULTURE.

Discover more than 3,500 arts, history and cultural sites across 99 counties covering 56,272 square miles.

IOWACULTUREAPP.COM

Download on the App Store | GET IT ON Google play

IOWA DEPARTMENT OF CULTURAL AFFAIRS

**Download: 4.92"x5" Ad (Color)
4.92"x5" Ad (Grayscale)**

SOCIAL MEDIA POSTS

#IOWACULTURE

Twitter

Discover more than 3,500 arts, history and cultural sites across Iowa when you download the #IowaCulture app!

What will you discover with the #IowaCulture app? Download today and explore Iowa's best kept secrets. <http://ow.ly/QLhtt>

Share your #selfies when you visit your favorite place on the #IowaCulture app for a chance to WIN BIG! <http://ow.ly/QLhtt>

Share your favorite #IowaHistory, #IowaArts or #IowaCulture selfie with a site on the #IowaCulture app <http://ow.ly/QLhtt>

Facebook

Don't miss out on the fun! Download the #IowaCulture app to discover more than 3,500 sites across Iowa's 99 counties! With mapping tools at your fingertips, you'll have all you need to discover art, history and cultural locations across the state!

Discover Iowa's best kept secrets when you download the #IowaCulture app from the Apple or Google Play stores. Full of arts, history and culture and complete with mapping tools, it's the perfect way to discover the state!

Download the #IowaCulture app to discover more than 3,500 sites across Iowa's 99 counties. Whether you are ready to take a road trip or want to rediscover your local community – arts, history and culture are closer than you think.

Share your favorite selfie from any location on the #IowaCulture app for a chance to WIN BIG! The #IowaCulture app is the largest, most comprehensive inventory of cultural experiences in Iowa and it's all at your fingertips with the FREE app, available at Apple and Google Play stores!

SOCIAL MEDIA GRAPHICS



Download: [Facebook & Twitter Post Image](#)



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Download: [Twitter Cover Image](#)

ONLINE BANNER ADS

Please use the following digital assets to promote the mobile app on your website. Please link to <http://www.iowacultureapp.com>. If you would like a graphic in a specific size please contact us at iowa.culture@iowa.gov.



Download: Online Banner
160 px x 600px



Download: Online Banner
300px x 250px



Download: Online Banner 728px x 90px

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We are happy to provide specific content to assist you in your communication efforts. Please contact us if we can provide additional materials or a presentation.

iowa.culture@iowa.gov