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**FOR IMMEDIATE RELEASE**

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**FRY Fest  
Fryday, September 3, 2010**

**Coralville, IA** - The Iowa City/Coralville Area Convention & Visitors Bureau (CVB), the University of Iowa Athletics Department, and the City of Coralville are pleased to announce the guests of honor and programming plans for this years FRY Fest celebration. Held annually each Fryday before the first home football weekend, FRY Fest is the ultimate "Celebration of all that is Hawkeye".

This year marks the 50<sup>th</sup> Anniversary of the 1960 team and 25<sup>th</sup> Anniversary of the 1985 team. Both were Big Ten Champions and qualified for Rose Bowl berths\*. This years FRY fest will pay tribute to these teams and many of the players will be in attendance for fans to meet and greet.

The 1960 UI football team was the last coached by Forest Evashevski. The UI will celebrate the "Evashevski Era" with the staging of its second "Throwback Game" on Saturday, September 25, when the nationally ranked 2010 Iowa Hawkeyes close the non-conference portion of their schedule with a game against Ball State inside historic Kinnick Stadium. For that game, Iowa's student-athletes will wear a uniform modeled after Evy's 1958 Hawkeye squad that posted an 8-1-1 overall record that included a 38-12 victory over California in the 1959 Rose Bowl.

FRY Fest will once again hold the **World's Largest Hawkeye Tradeshow & Tailgate Party** where fans can interact with hundreds of Hawkeye retailers, licensees, and other related groups. This event provides a venue by which fans can meet and greet many members of the 1960 and 1985 teams, the 2010 Hall of Fame class, and a host of other former and current student athletes, coaches, and media personalities.

As the day wraps up, organizers are requesting all of Hawkeye nation show up in the Iowa River Landing and "shake it all about" in an attempt to break the Guinness World Record for largest organized **Hokey Pokey Dance**. As many fans will remember, the festival's namesake, Hayden Fry, performed the Hokey Pokey with many different teams over the 80's and 90's in the locker room after a big win. The current world record was set in 2003 in Toronto, Canada with 4,431 participants.

FRY Fest will conclude this year with another major concert featuring the popular Des Moines rockers The Nadas and legendary music icons, **Three Dog Night**. Concert tickets, which are available now at [www.fryfest.com](http://www.fryfest.com), will be \$10 and all proceeds will benefit the Coralville 4<sup>th</sup> Fest Celebrations.

**For more information visit [www.FRYFest.com](http://www.FRYFest.com)!**

*\*The 1960 team was co-Big Ten Champions and attended most recently so Minnesota received the bowl bid.*