



Idaho Manufacturing Alliance

FOR ADDITIONAL INFORMATION:
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IMA Searching for the Coolest Thing Made in Idaho

Boise, ID - To celebrate the ingenuity and creativity of Idaho's manufacturers, the Idaho Manufacturing Alliance (IMA), along with event sponsor, Idaho Power, is hosting its third annual, statewide "Coolest Thing Made in Idaho" contest. After a public nomination and voting process, the IMA will announce which product manufactured in the Gem State is truly the "Coolest Thing Made in Idaho."

The contest will kick off on October 3rd in celebration of National Manufacturing Day and Idaho Manufacturing Month. Voting will be open to all - so the public will get to decide what the Coolest Thing Made in Idaho is! The IMA will consider any product made in Idaho, even if the company is not headquartered in the state.

Past years' winners, Atomic Potato Chips and Black Sage's anti-drone system, Sawtooth, bookend the variety and creativity of Idaho makers. The public is encouraged to get involved by nominating their favorite Idaho-made product in the Coolest Thing Made in Idaho contest!

The winning product will get bragging rights as "The Coolest Thing Made in Idaho" along with a custom trophy, a free year of IMA membership (or \$500 membership credit for renewals), a free booth or attendance for two at the IMA trade show in December, a feature article, and social media promotion (a full list can be found at <https://www.coolestthingmadeinid.com/rules>). Those interested in participating can submit nominations at <https://www.coolestthingmadeinid.com/nominations/> from October 3rd through the 10th. Creators are welcome to nominate their own products for consideration. Voting will open on the 19th and will close on the 25th. The winner will be announced on the 28th.

Idaho's not just about potatoes! Idaho's manufacturing industry is the fifth largest industry in the state, with its high-tech sector and food products reigning as the top two

sub-industries. The recreational tech 'toys', guns and ammunition, aerospace parts, and transportation equipment all produce significant dollars for our economy, too.

Idahoan's adventuring spirits continually lead to innovation. We can't wait to see which product, made by the can-do, dream it, do it people of Idaho, will be crowned the Coolest Thing Made in Idaho!



Atomic Potato Chips: 2021 Winner



Black Sage-Sawtooth: 2020 Winner

The Idaho Manufacturing Alliance is a 501c6 non-profit whose purpose is to CONNECT, SUPPORT AND PROMOTE Idaho manufacturing. Learn more at www.idmfg.org.

Statistics sourced from NIST MEP and Idaho Department of Labor.



Coollest Thing
Made In Idaho