



March 8, 2018

To Whom It May Concern:

On July 10-16, 2017, Cedar Rapids was the location of the International Jugglers' Association 70th Annual Juggling Festival. This unique event engaged our community with evening shows at our historic theatre, participation in our farmer's market, and demonstration juggling throughout our downtown area. It is a media-friendly event. Attendees are family-oriented and friendly, and they make a point to patronize local businesses within walking distance of the main festival venue.

Thanks to hosting the International Jugglers' Association (IJA), I learned the meaning of new-to-me terms like busking, juggling and skuggling.

From a destination's standpoint, IJA is a very easy organization with which to work. Comprehensive historical information including room pickup, past attendance and facility needs is provided during the bidding process. Site visits are productive with meetings requested at venues and city departments that might be impacted by festival activities. The event itself is organized well with festival directors being easy to work with.

After their 2017 festival, GO Cedar Rapids was eager to invite the International Jugglers' Association back to our city. Our staff celebrated when the IJA Board voted to return for their 75th festival in July 2022.

If you have the facilities needed to host this event, it is without hesitation that I encourage you to invite the International Jugglers' Association to hold their annual Juggling Festival your city!

Sincerely,

A handwritten signature in cursive script that reads "Mary Lee Malmberg".

Mary Lee Malmberg, CSEE
Director of Sports Tourism