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New Event Coordinator Joins Knights of Ak-Sar-Ben Foundation

January 21, 2010 – Omaha, Neb. – The Knights of Ak-Sar-Ben Foundation has appointed Nicole Eilers as Event Coordinator of Ak-Sar-Ben's River City Rodeo and Stock Show and Douglas County Fair Manager.

Her job responsibilities as event coordinator and fair manager include planning the 2010 River City Rodeo and Stock Show, managing and maintaining the Douglas County Fair Board and the Ak-Sar-Ben River City Rodeo Board, coordinating volunteers and additional public relations and marketing functions.

Eilers was previously with Growth Energy, a nonprofit organization committed to the promise of agriculture and growing America's economy through cleaner, greener energy such as ethanol. She worked in the communications department for the Ethanol Promotion and Information Council (EPIC) in May 2008 and transitioned with the company when it was dissolved into Growth Energy in January 2009. Eilers brings experience in various aspects of communications including brand promotion and marketing, public relations, online development and event coordination. Prior to her time at EPIC and Growth Energy, she worked in retail sales and management.

For more information on the 2010 River City Rodeo and Stock Show, please contact Nicole at 402.554.9600 x 104 or eilersn@aksarben.org.

Ak-Sar-Ben's River City Rodeo and Stock Show is an annual celebration of the region's heritage that benefits and educates families and youth. With economic impact of \$28 million, it includes three core events: the Justin Boots Championships of the Wrangler Million Dollar Tour aired by ESPN, the Ak-Sar-Ben 4-H Livestock Exposition open to nine states, and the Douglas County Fair. To obtain a complete list of activities visit www.rivercityroundup.org. ARCR is managed by the Knights of Ak-Sar-Ben Foundation which was established in 1895 with a mission of leveraging community leadership to build a more prosperous heartland.

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