

Cy-Hawk Series picks up new sponsor



The annual Cy-Hawk Series between Iowa and Iowa State gained a new sponsor in Iowa Corn on Tuesday, April 12, 2011.

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In a press release issued by both Iowa and Iowa State on Tuesday, the two schools announced that the annual Cy-Hawk Series between them in athletic competitions has gained a new sponsor and will now be referred to as the Iowa Corn Cy-Hawk Series.

According to the release, it is a four-year partnership between Iowa, Iowa State, the Iowa Corn Growers Association, and the Iowa Corn Promotion Board. The previous sponsor of the Cy-Hawk Series was Hy-Vee.

"What a terrific way to celebrate the history and tradition of our two great universities and our state's agricultural heritage," Iowa athletics director Gary Barta said in a statement.

There will be plans in place to launch a promotional campaign for the newly-named Iowa Corn Cy-Hawk Series, most of which

are planned to be revealed prior to the Iowa-Iowa State football game at Jack Trice Stadium in Ames on Sept. 10.

“We are involved because whether you are a Cyclone or a Hawkeye, you are from Iowa,” Iowa Corn CEO Craig Floss said in the release. “Iowa is the top corn producing state, the top ethanol producing state, and the corn industry is critical to the economy, jobs, and all Iowans.

“There is not another multi-media, multi-sport promotion that can top this partnership.”