

# NEW T-SHIRT DESIGNS HELP SIOUX

by Zach Gansebom

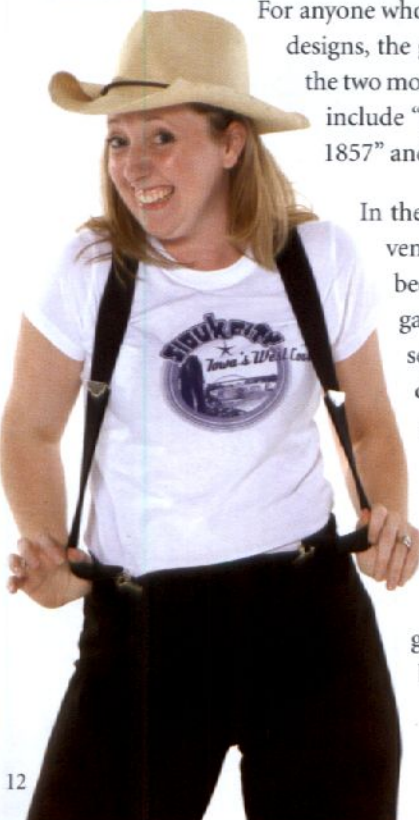
Who knew that Sioux City was “Cow Tipping Champs” from 1994-1998? Technically they weren’t, but the Sioux City Growth Organization (SCGO) has once again taken the creativity of its members and the design expertise of Avery Brothers, Bass, The Agency and JD Gordon to create 3 new t-shirts promoting Sioux City.

The new t-shirt designs are the following:



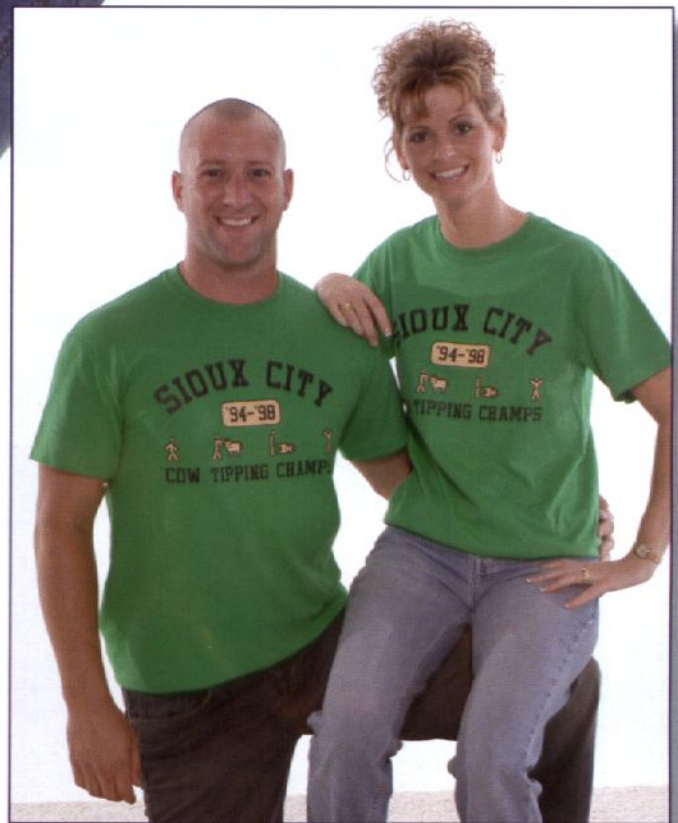
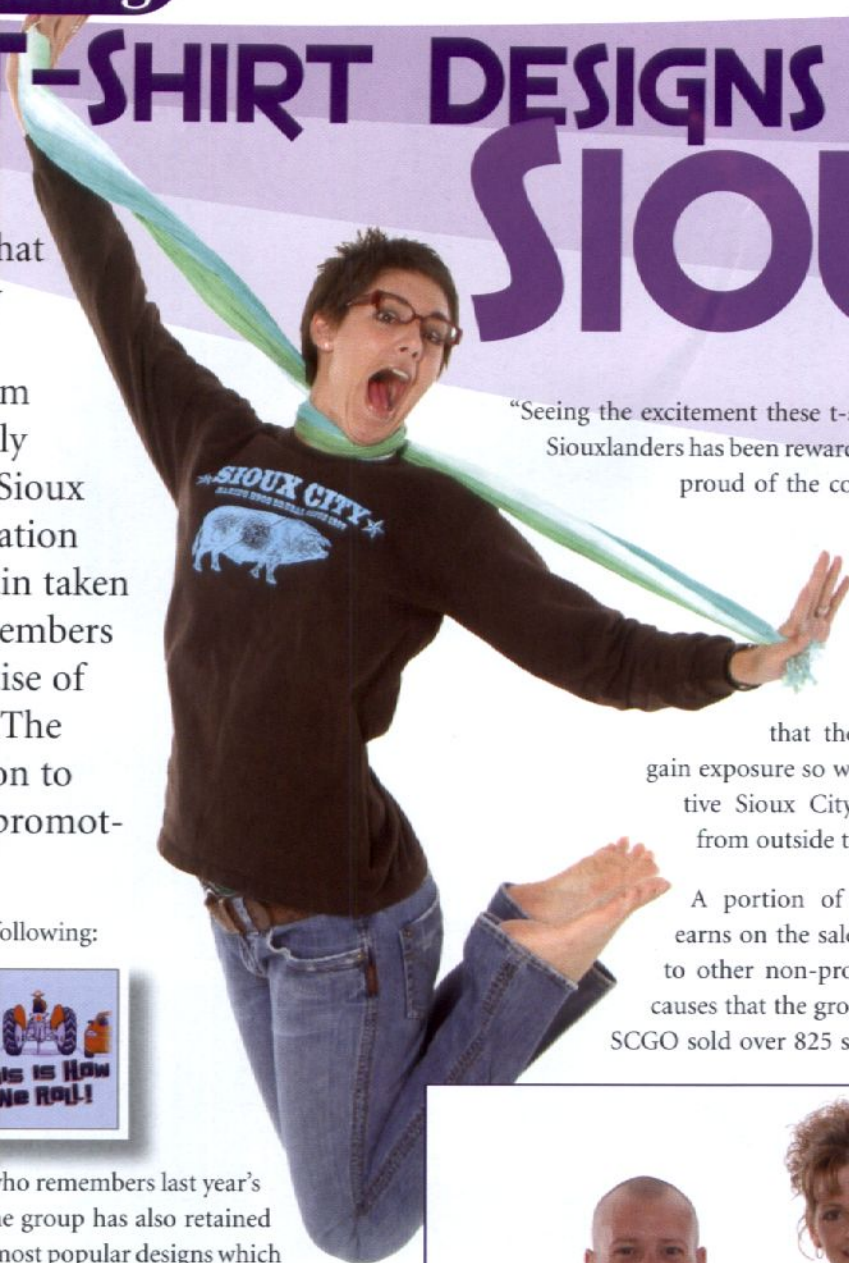
For anyone who remembers last year’s designs, the group has also retained the two most popular designs which include “Making Hogs Squeal Since 1857” and “Iowa’s West Coast.”

In the second year of this successful venture for SCGO, the group has been active in developing the slogans, choosing the designs and selling these t-shirts. Serving a dual purpose, the t-shirts both aid in raising funds for the organization and promoting Sioux City! The idea to create catchy slogans stemmed from the Austin, Texas success story of an unusual slogan, “Keep Austin Weird,” that became very popular with young adults.



“Seeing the excitement these t-shirts generate among Siouxlanders has been rewarding. Our members are proud of the community we live and work in and it is a pleasure to spread this enthusiasm to others,” says SCGO president Mandie Norby. “Our hope is that the t-shirts continue to gain exposure so we can spread the positive Sioux City messages to people from outside the community.”

A portion of the proceeds SCGO earns on the sale of the shirts is given to other non-profit organizations and causes that the group supports. Last year SCGO sold over 825 shirts and this year we



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hope the new designs are just as well received. The group recently wrapped up their annual online sale, which was held from November 1 to December 1. But select styles of the t-shirts are still available at our supporting vendor locations including Bomgaars, Hoak Motors and Victorian Opera Company, all in Sioux City.

SCGO is an organization of young professionals that was formed in 2002 to encourage young professionals to become active members of the Siouxland community. The group has sponsored a number of events aimed at promoting the community to young adults. SCGO is open to young-minded individuals working to create a positive impact on the future of the community!

For more information on SCGO, log onto the group's website at [www.siouxcitygo.com](http://www.siouxcitygo.com). ★

**PHOTOGRAPHY BY STEVE'S STUDIO**