

C-SPAN Teams Up With Des Moines' Waveland Cafe

For Iowa presidential caucus season, local diner is the place to “Break fast for Politics” in 2012 Campaign Season

With America’s political eyes on Iowa this week as the Ames GOP Straw Poll kicks off caucus season, C-SPAN is partnering with the Waveland Café (4708 University Ave) in Des Moines, a local institution which has hosted several presidential candidates and many political journalists over the years.

Partnership details:

- Until the Iowa Caucuses (February 6, 2012), C-SPAN will provide 180 customized coffee mugs to Waveland Café for their everyday use by customers. (Pictures attached)
- C-SPAN Campaign 2012 signs and banners will be displayed in the diner.
- In addition to using C-SPAN/Waveland mugs, diners will have a chance to win prizes via C-SPAN social media contests.
- This is the first time C-SPAN has teamed up with a restaurant during campaign season.
- C-SPAN hopes to use Waveland as the site of interviews and visits from the C-SPAN Campaign 2012 Bus.
- In addition to Waveland Café, C-SPAN has also entered into partnership with a diner in another key primary state, the Red Arrow Diner of Manchester, New Hampshire.

