

Media Advisory

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Central Indiana Cultural Organizations and Supporters to Rally on Monument Circle in Downtown Indianapolis

*April 20 event, dubbed "Indy Culture Matters," aims to increase awareness
of the importance of cultural destinations to the local economy and to the city's reputation*

WHO: Cultural destination employees, boards, supporters and others who believe that Indy Culture Matters. Rally attendees are encouraged to wear black and to make and bring their own signs in support of the arts.

WHAT: A rally to draw attention to the contributions of local cultural institutions and to demonstrate that these organizations have a significant impact on Central Indiana's economy and reputation.

Speakers will include:

- Frank Basile, arts patron
- Dr. Eugene White, superintendent of Indianapolis Public Schools
- Pamela Davidson, community member
- Mark Miles, president & CEO of Central Indiana Corporate Partnership
- Angela Braly, president & CEO of WellPoint
- Don Welsh, president & CEO of Indianapolis Convention and Visitors Association
- Mayor Greg Ballard

WHERE: Monument Circle, downtown Indianapolis

WHEN: April 20, 12 p.m. to 12:30 p.m. Pre-rally performance by Cathy Morris at 11:30 a.m.; Post-rally performance by the Indy Jazz Fest Band.

WHY: Central Indiana's cultural institutions have been sidelined in this city's success for too long.

"The purpose of the Indy Culture Matters Rally is to share with our fellow Hoosiers in a very tangible way, the impact of arts and culture on our everyday lives on a personal, emotional and economic level," said Glen Kwok, ICAA President and Executive Director of the International Violin Competition of Indianapolis. "Most importantly, we want the community to understand that in addition to playing a role as a vital industry in central Indiana's economy, these cultural destinations and arts organizations reach people from all income levels, age groups and cultures whether through direct or indirect participation."

For more information, visit www.indyculturematters.org.

About the ICAA

The Indianapolis Consortium of Arts Administrators (ICAA) consists of Central Indiana's largest arts and cultural organizations. Those organizations spend nearly \$50 million with businesses in Indiana annually. Overall, the arts generate \$468 million in economic activity each year in the city of Indianapolis. ICAA organizations remit more than \$4.5 million in taxes to the State of Indiana. They welcome more than 4.1 million visitors to museum exhibitions, musical performances, live theater and other cultural experiences.

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