

Media Advisory

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Central Indiana Cultural Organizations 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

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

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.

WHY: Central Indiana's cultural institutions have been sidelined in this city's success for too long. It's time to make some noise.

"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."

Statistics provided by the Arts Council of Indianapolis:

- The arts generate \$468 million in economic activity each year in the city of Indianapolis
- The arts add nearly \$52 million in local and state government revenue annually
- The arts support more than 15,000 local jobs
- Cultural organizations in central Indiana host more than 7 million visits to diverse performances, exhibitions and programs

For more information, visit www.indyculturematters.org.

About the ICAA

The Indianapolis Consortium of Arts Administrators (ICAA) consists of 38 CEOs of Central Indiana's largest arts and cultural organizations.

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