



# News Release

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## **Indianapolis-Based Music for All Commits to Staying in Indy and Holding Events Through 2023**

*11-year deal with the city will create \$225 million in economic impact*

For Immediate Release – November 8, 2012

INDIANAPOLIS – Music for All, an Indianapolis-based non-profit with nationwide reach, announced today it plans to keep its office and staff in the city, in addition to keeping its events in Indianapolis through 2023. This 11-year extension to the existing agreement will generate an additional estimated \$225 million in economic impact and bring-in more than 600,000 visitors to Indianapolis. The organization moved from Chicago to Indianapolis in 2003.

“The City of Indianapolis will benefit from the economic impact attributed to Music for All’s commitment, but also the impact of future leaders coming to Indianapolis annually for events,” said Indianapolis Mayor Greg Ballard. “Students having a positive experience in Indianapolis during one of Music for All’s signature events will encourage them to return to Indianapolis to attend college, enter the workforce, or visit again with family and friends.”

Programs and events held in Indianapolis as part of Music for All include the National Festival in March with an attendance of 3,000, marching band Super Regionals that welcomes 11,000 in October, and Grand Nationals each November that draws 39,000 visitors to the city.

“We are proud to call Indianapolis home, a city that has fully embraced our events, staff, and visitors,” said Eric Martin, President and CEO of Music for All. “Our board and key stakeholders agreed that keeping Music for All and its events in Indianapolis would help foster our continued growth and benefit our mission of providing positively life-changing experiences through the arts.”

Music for All is part of a larger strategic initiative of Visit Indy called MusicCrossroads, a program led by civic volunteer leaders from the Lacy Leadership Association. Since its inception in 2007, the program has welcomed organizations and events to Indianapolis that have generated more than \$490 million in economic impact and brought in over 2.3 million visitors. Other Indianapolis-based arts and cultural institutions part of MusicCrossroads include: the Percussive Arts Society; Drum Corps International; International Violin Competition of Indianapolis; the American Pianist Association; and Heartland Truly Moving Pictures.

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Music for All's mission is to create, provide and expand positively life-changing experiences through music for all. Music for All's vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment. Music for All provides national and regional music education programs that recognize and support students' performance and success, offer music educator training and professional development, and deliver tools and resources to participants that assist in supporting music education by promoting awareness of music's impact on student growth and achievement. Headquartered in Indianapolis, Music for All is a 501(c)(3) not-for-profit educational organization. Learn more at [www.musicforall.org](http://www.musicforall.org).

The mission of Visit Indy is to increase Indianapolis economic growth by strategically selling the destination to conventions, meetings, events, and leisure travelers. According to Vantage Strategy, D.K Shifflet & Associates, 20 million visitors annually provide \$3.58 billion in total annual economic impact of tourism on the Indianapolis economy resulting in 70,000 employment positions in the hospitality industry. For more information, [www.VisitIndy.com](http://www.VisitIndy.com).

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