



**FOR IMMEDIATE RELEASE**

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### **ICC EXECUTIVE DIRECTOR TO CO-CHAIR CITYWIDE DAY OF SERVICE**

We are thrilled to announce that the Indianapolis Children's Choir (ICC)'s executive director **Don Steffy** is co-chairing Indy Do Day 2014! Indy Do Day is fast becoming Indianapolis' largest day of community service. Mr. Steffy has long been involved with community service as an active Rotarian for nearly 20 years with Rotary International. Mr. Steffy has served on the Board of Directors of the Rotary Club of Indianapolis and its local philanthropic foundation. He also leads the Indianapolis arts scene as president of the Indianapolis Consortium of Arts Administrators (ICAA), a leadership group of nearly 50 Arts CEOs representing Indianapolis arts organizations large and small.

"I have always believed that the arts are essential to a vibrant community life, and that we as performing and visual arts leaders and artists are an integral part of the local citizenry of any community. Indy Do Day allows arts providers and artists to roll up their sleeves alongside community residents to make a difference for the greater good," says Steffy.

This year Indy Do day spans three days, October 2-4, when hundreds of businesses and nonprofit organizations will engage in this city-wide day of service. Created as an extension of Eli Lilly and Company's Global Day of Service, Indy Do Day is a people-powered community partnership where citizens of Indianapolis and beyond get to know their neighbors, take ownership of neighborhoods and take care of each other. Simply find a need in your neighborhood or with your favorite charity and go serve! The investment can be one hour or several hours. The idea is to DO something!

Last year's inaugural Indy Do Day involved more than 15,000 volunteers, becoming the largest single amount of volunteers – more than the previous record of around 8,000, when Indianapolis hosted Super Bowl XVI. This year is expected have even more!

Indy Do Day is being led by the Rotary Club of Indianapolis and co-chaired – in addition to Mr. Steffy – by Rotarian **Ramona Adams** of RJE Business Interiors. **Indianapolis Mayor Greg Ballard** and his wife Winnie are serving as honorary chairs of Indy Do Day, alongside other civic leaders, including:

**Frank Basile**, professional speaker, author, community volunteer, and philanthropist; **Tamika Catchings**, Olympic gold medalist, WNBA All-Star, and Indiana Fever forward; **Molly Chavers**, executive director of IndyHub, where she works with nonprofits, for-profit companies and community organizations to encourage young professional engagement across Indianapolis; **Michael Huber**, president and CEO of Indy Chamber, and board member of the Arts Council of Indianapolis, Indianapolis Charter School and Keep Indianapolis Beautiful; **Mickey Maurer**, board chairman of IBJ Media Corp. and the National Bank of Indianapolis; **Jim Walker**, founder and executive director of Big Car, an Indianapolis nonprofit community creativity organization that aims to bring art to people and people to art.

The ICC is extremely proud to have its executive director helping to lead the charge with such well-regarded members of the Indianapolis community for Indy's largest day of service!

Currently in its 29th season, the Indianapolis Children's Choir has grown to become one of the largest children's choirs in the world. Founded by Artistic Director Henry Leck, the ICC serves over 3,000 central Indiana children from pre-school age through high school. The Indianapolis Children's Choir nurtures and inspires student achievement through quality music education and the pursuit of artistic excellence in choral music performance. To enroll a child, attend a concert, or make a financial donation, visit [icchoir.org](http://icchoir.org) or call 317.940.9640.

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