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Indy DO Day Organizers Seek 100,000 Volunteers to Participate in First Community-Wide Service Initiative

(INDIANAPOLIS, June 13, 2013) - An Indianapolis grassroots coalition is seeking to unite and mobilize 100,000 volunteers for community-wide service initiative - called [Indy DO Day](#). Organizers envision that the people-powered initiative will for the first time energize the entire community to come together in service over the course of three days - October 10-12, 2013

Right now, the coalition is calling on all Indianapolis businesses and nonprofits. Businesses are asked to commit their time to serving the community while nonprofits are asked to submit their needs.

The goal of Indy DO Day is for residents of Indianapolis to get to know their neighbors, take ownership of their neighborhoods and take care of one another. A community service project can be anything from hyper-local, neighborhood-focused projects that can be as varied as getting your hands dirty through a beautification project to donating your skills or materials to a local charity to giving your time to help a neighbor in need.

"Imagine what can be done in our city if 100,000 people rally around this idea and are out working in the community even for just one day," said Sherrie Bossung, director of community outreach and employee engagement at Eli Lilly and Company. "Our hope in creating Indy DO Day is to come together as a united community in service - regardless of age, culture, employer or interests - and make a difference, and create a thirst for service that lasts all year long."

The Indy DO Day coalition is asking organizations, businesses and nonprofits specifically to help kickoff the grassroots movement.

- Nonprofits visit the "Submit a Need" page of the [Indy DO Day website](#) and post your needs for volunteers via the United Way Volunteer Center.
- Business and organizations commit to a service project and post their commitment under "Do the Project" on the [website](#). A project can be adopted via the [United Way Volunteer Center](#), or groups can identify their own project now or at a later date.
- Businesses that are willing to provide resources such as equipment, tools or supplies share what they have available by registering via the "Offer your Resources" tab on the "Find a Project" page of the [website](#).

"Indy DO Day is for anyone and everyone," said Denny Sponsel, president of RJE Business Interiors. "Save the date and start thinking about how you can best serve your community. It can be anything. Our mantra is to 'keep it simple.' While this amazing opportunity will bring people together to

complete projects that might otherwise go unfinished, it also teaches good stewardship, community leadership and team building."

Lilly, United Way of Central Indiana, the City of Indianapolis, the Indy Chamber, Indianapolis Downtown, Inc., RJE Business Interiors and Marian University are among the first businesses and organizations to commit manpower and resources to making Indy DO Day a reality. Lilly will combine its annual Day of Service with Indy DO Day and expects to have 8,000 employees working in the community on various projects that day.

"The local business community can truly kick-start this initiative by making a commitment to participate today," said Melissa Todd, chief operating officer of the Indy Chamber. "We set the bar high for the first year because of Indy's proven volunteer spirit. We know we have many organizations and individuals who will gladly step forward. Together, we can make a big impact."

For more information and to get involved, please visit www.indydoday.org.

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About Indy DO Day

Launched in 2013, Indy DO Day is a people-powered community day of service when the residents of Indianapolis take ownership of their neighborhoods and take care of their neighbors. This grassroots initiative was developed by a coalition made up of area businesses and organizations looking to inspire change. For more information, visit www.indydoday.org.