

MEDIA ALERT – PHOTO OPPORTUNITY

For Immediate Release: May 14, 2009

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9,500 Lilly Employees to Blanket the City May 20

More than 50 community improvement projects to be completed on a single day

INDIANAPOLIS – Eli Lilly and Company’s Global Day of Service, one of the largest corporate volunteer initiatives to take place in a single day, will celebrate its second year next week.

Who: 9,500 Central Indiana Lilly employees, Keep Indianapolis Beautiful Inc., and more than 60 local community organizations including INDOT, Indy Parks, United Way of Central Indiana, Habitat for Humanity of Greater Indianapolis, IPS, and Boy Scouts of America. A complete list of Indianapolis partners is available at <http://www.lilly.com/news/kits/globaldayofservice/>.

What: The Lilly Global Day of Service, a day-long event in which Lilly employees around the globe will unite with one common cause: to improve the communities in which they live and work. A complete list of Indianapolis projects is available at <http://www.lilly.com/news/kits/globaldayofservice/>.

When: Wed., May 20. Employees will work one of two, four-hour shifts from 8 a.m.-Noon and 1-5 p.m.

Where: In addition to Indianapolis, more than 30 Lilly site locations from New Zealand to California are participating.

PHOTO OPPORTUNITIES:

5-7 a.m. morning news shows

- **Interstate 70, Holt Road Exit:** 1,496 volunteers will plant 16,000+ plantings, 150+ trees. Great visual throughout the day as massive transformation takes place of this major gateway into our city.
 - Staging area for I-70/Holt Road Interchange project is at the Indiana National Guard headquarters located at 2002 S. Holt Rd. Trucks will be loaded with thousands of

plantings and hundreds of trees during the 5-7 a.m. timeframe and could serve as an interesting visual backdrop for live remotes. Lilly, KIB and INDOT spokespeople will be available onsite for interviews.

8:30 a.m.-Noon.

- **Oaks Academy**, (2301 N. Park Ave.): More than 250 volunteers will transform the outdoor play area as well as paint murals inside the school.
- **Murals:** More than 800 volunteers will paint murals at these locations:
 - *White River Parkway between Washington Street and Oliver Avenue (commonly known as the “D loop”)*: Theme was inspired from ideas from the students at Key Learning Community to reflect their neighborhood and environment.
 - *Morris Street at S. Madison loop underpass*: Aquatic theme
 - *Westfield Blvd between 65th Street and Coil Street*: Students from Broad Ripple High School researched what type of wildlife existed along the waterway both past and current. The theme is animals from both the water and land.
 - *Rogers Pools Building at 6400 Westfield Blvd*: The building will connect past images from the original Broad Ripple Pool from the early 1900s. On the back, which faces the Monon Trail, will be an “old look” postcard that says greetings from Broad Ripple.
 - *Oaks Academy (indoors)*: Historical timeline
- **Soaring Words:** Approximately 350 volunteers will work with fourth and fifth grade children at 14 IPS schools as part of the ReadUP program to craft messages of hope on blankets and pillows for children at Wishard hospital and local homeless centers. Please contact Lilly for a list of IPS schools and locations.
- **Eagle Scout-led projects:** More than 683 volunteers will participate in school projects being led by Eagle Scouts. These include creating outdoor play spaces and enhancing outdoor environments. Please contact Lilly for a list of the seven Eagle Scout-led schools.

11-11:30 a.m.

- **IPS School #39**, (1733 Spann Ave): Approximately 175 volunteers are working with KaBOOM! to install a new playground. **NOTE: Mayor Greg Ballard is scheduled to help at this project site.**

Noon-1 p.m.

- **Habitat for Humanity Dedication Ceremony** (1118 and 1122 Harlan St): Approximately 500 volunteers have teamed-up to construct two Habitat for Humanity homes, which will be officially dedicated to the new owners during the Noon hour.

1-4:30 p.m.

- **MLK Community Center** (40th and Illinois): 132 volunteers will expand and enhance the outdoor areas for better utilization for both kids and seniors.
- **Tarkington Park** (45 W 40th St.): 100 volunteers will plant 161 trees
- **Providence Cristo Rey** (75 N Belleview): Nearly 400 volunteers will clean and renovate the school's facilities – both inside and outside.
- **Governor's Residence** (4750 N. Meridian): 83 volunteers will enhance Hoosier Heritage Garden and grounds for educational visits by Indiana 4th graders

5-6 p.m.

- **I-70/Holt Road Interchange:** Great aerial views of massive transformation.

The Lilly logo is written in a red, cursive script font.

Answers That Matter.

- **Lilly Sustainability Park**, (Alabama and South St): The aerial view of the park will look like a huge flower when completed.

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