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NEWS CONFERENCE UNVEILS "HISTORIC" PARADE PLANS

"Miracle Mile Parade" Set for Labor Day Weekend 2007

INDIANAPOLIS – Amid a great deal of fanfare and civic enthusiasm, officials representing the Gateway Business Alliance (GBA) today unveiled plans for the "Miracle Mile Parade" and announced the event will take place at 1 p.m. on Saturday, Sept. 1st during the Labor Day weekend festivities.

Intended as a revival of the famed parade – last staged in 1957 – it is also intended to spark support for the continued economic revival of the corridor along Madison Avenue on Indianapolis' near Southside.

The plans were announced at a morning news conference inside the Flying W Awards Shop, located at 2630 Madison Avenue.

A host of local officials were joined by Indianapolis Mayor Bart Peterson and local businessman Jeff Cardwell, president, Cardwell Do-It-Best Home Center who joined in the excitement. Parade Committee Chairman Mark Bowell also participated in the news conference and shared with those assembled the community group's plans.

"We believe we're staging something that translates to history in the making, and the excitement we want people to feel is absolutely electric," said Cardwell.

Thus far, 24 entries have been confirmed for the parade, which will cascade down Madison Avenue in front of what is hoped to be a crowd of thousands of onlookers. The Alliance – a non-for-profit corporation financed entirely by private individuals and corporate donations – is soliciting support and participation from businesses, schools, not-for-profit organizations and individuals interested in getting in on the revival.

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“Our mission is simple...build a better community, in which we all live, work and play, and raise our families,” added Cardwell.

There will be four divisions, in which the parade will be organized, including: dignitaries and officials, children/youth, civic clubs/government agencies/organizations and business/commercial. The type of unit that can be entered can range from a decorated float or vehicle to a marching unit and/or special unit.

In appreciation of people’s participation, there will be seven award classes, including:

- Mayor’s Award – Civic theme
- Gateway Champion – Focus on the future theme
- Miracle Mile Champion – Historic theme
- Servants Heart Champion – Service theme
- Garfield Champion – Community theme
- Lucile Wahl Memorial Champion – Youth theme
- Grand Champion – Best of the best

“Nothing brings a smile to a person’s face than a good parade, and it is our hope we can build that kind of enthusiasm and excitement for everyone who attends what, we believe, will become a new tradition for Indianapolis and, particularly, the Southside,” said Bowell.

Bowell added that the committee is seeking to land 75 entries for the parade, and that forms for the entries can be found at the Web site:
www.GatewayBusinessAlliance.com.

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