



Airport launches holiday entertainment and shopping, dining, and entertainment

INDIANAPOLIS—Think you have to have an airline ticket to visit the Indianapolis International Airport (IND)? Think again!

Just in time for the busy holiday travel season, the Indianapolis Airport Authority (IAA) is launching a special holiday entertainment and retail program designed to make the airport's spacious pre-security Civic Plaza a destination of its own.

"We want to engage local residents and community members," explains Patzetta Trice, chief communications officer. "We plan to open Civic Plaza for a variety of holiday entertainment that the whole family can enjoy."

Trice says the entertainment -up currently includes a Breakfast with Santa where children can have their photos taken with ol' St. Nick, an appreciation day for residents of Hendricks County, and an adoption outreach with the Humane Society. Musical entertainment will be provided by Cathy Morris, an ISO quartet, jazz and blues musicians, a variety of choral groups, and international musicians from Scandinavia, Africa, and the Caribbean.

Most of the entertainment, which is concentrated on the weekends, will take place on a stage in Civic Plaza. In the days immediately before Christmas, musicians will also perform in the concourses.

Although the program is only a pilot at this stage, Trice reports, special entertainment events and retail promotions are already being planned through 2010. "If successful, we'll continue into 2011 and beyond."

The fun starts Sunday, November 22 with a Colts Road Rally at the Indy 500 Grill. Colts fans of all ages are invited to watch the game.

In many U.S. and European cities, providing seasonal entertainment and special events open for both the general public and airport passengers isn't new. "What is new for Indianapolis International, however, is that we'll also be combining events and entertainment with special retail promotions," Trice adds.

In fact, ten fully merchandised retail units will be open for business in Civic Plaza beginning on November 22, says Jeremiah Wise, IAA's interim retail director, and they will continue through the New Year.

The retail merchandising units—or RMUs as they are known in the retail industry—are about 48 square feet each (or 6 x 8 feet tall). They will be stocked with products from a rotating line-up of post-security concessionaires. For the 2009 holidays, they are expected to include:

- Facetime
- Pacific Outfitters
- Borders
- Sterling Works
- Natalie's Candy Bar
- Artizan
- En Route Spa
- South Bend Chocolate
- Just Pop In!

These stand-alone units will be in addition to the other retailers operating in Civic Plaza, Wise explains. "This season, shoppers can buy a Harley jacket, Brooks Brothers suit, and merchandise from all eight of the city's cultural institutions all under one roof," he says.

Parking for non-ticketed individuals who come to the airport for shopping and entertainment will be validated.

INTERVIEW & PHOTO OP

For interviews and photo opportunities regarding this new airport program, reporters and photographers are invited to a media availability.

- WHEN: Wednesday, Nov. 11 at 2 p.m.
- WHAT: Talk with airport officials and several participating retailers who will have some of their products on display
- WHERE: Civic Plaza
- HOW: RSVP to ssullivan@indianapolisairport.com or 317.487.5025 by noon on Nov. 11 or earlier

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