



August 18, 2010

October 7, 2010
The 3rd annual Lilly Global Day of Service
agreenerwelcome.org

Mark your calendar for October 7, 2010. On that day 9,000 volunteers will swarm interchanges along a section of Interstate-70 (I-70), from the airport to downtown Indianapolis, for a major beautification project, planting some 73,000 native plants, trees and shrubs, creating *A Greener Welcome* to our city.

To ensure safety of volunteers working along the highway, as well as motorists who could be distracted causing crashes, and to enable the project to be completed in 12 hours, *a 6 mile section of I-70 will be closed from 6 a.m. to 6 p.m. on this date: I-70 from Interstate 465 (I-465) on the west side to Interstate 65 (I-65) downtown.* (See map on next page.)

What does this mean for you? A highway closure – even a temporary one – will be inconvenient. ***We are asking you to think about how this closure will affect your business, employees, or customers and to make a plan for October 7.*** Consider:

- **Deliveries** – Can you arrange for deliveries to come on October 6 or delay until October 8? If this is not possible, communicate with your vendors that they may need to take an alternate route if they utilize this section of I-70.
- **Employees** – Can your employees carpool, take public transportation downtown, or work from home and telecommute on October 7? If not, ask them to plan an alternate route to work if they normally travel on this section of I-70.
- **Customers** – If many of your customers travel to your business using this section of I-70 share information with them about this temporary closure so they can use an alternate route. (Does your company's web site include driving directions to your business? Consider adding a note about this one-day closure in the week before October 7.)

A traffic management plan is in place for the temporary closure; traffic will be diverted to other roadways. Motorists will be notified while on the roadways by overhead electronic message signs. Additionally, we are informing statewide media about this project so the public will be informed well before the event.

Please forward this letter on to your own contact lists to help us get the word out.

Thank you in advance for your support of this worthwhile project and for your understanding for any inconvenience this temporary closure may cause.

Sincerely,

Robert L. Smith
President
Lilly Foundation

David Forsell
President
Keep Indianapolis Beautiful



Frequently Asked Questions (FAQs)

What is A Greener Welcome?

- ☀ A public-private partnership to create a more welcoming entrance to Indianapolis by landscaping and enhancing five interchanges along I-70 – from the airport to downtown – the western gateway into the city.
- ☀ The project is expected to provide a greater sense of community pride, economic development opportunities, and enhanced quality of life for residents and commuters.
- ☀ A Greener Welcome is the Indianapolis project for 2010 Lilly Global Day of Service, Lilly's signature volunteerism program that combines philanthropy with enthusiastic volunteer support, all designed to make a profound and sustainable impact on the communities where our employees live and work. The project is sponsored by Eli Lilly and Company in collaboration with Keep Indianapolis Beautiful (KIB).
- ☀ 9,000 volunteers from Lilly and companies that are adopting* interchanges along I-70 will landscape, and plant trees, shrubs and other native plants. Later in the fall, there are plans to install public art at three interchanges. Visit www.agreenerwelcome.org for more information.

Why is the highway closing for this project?

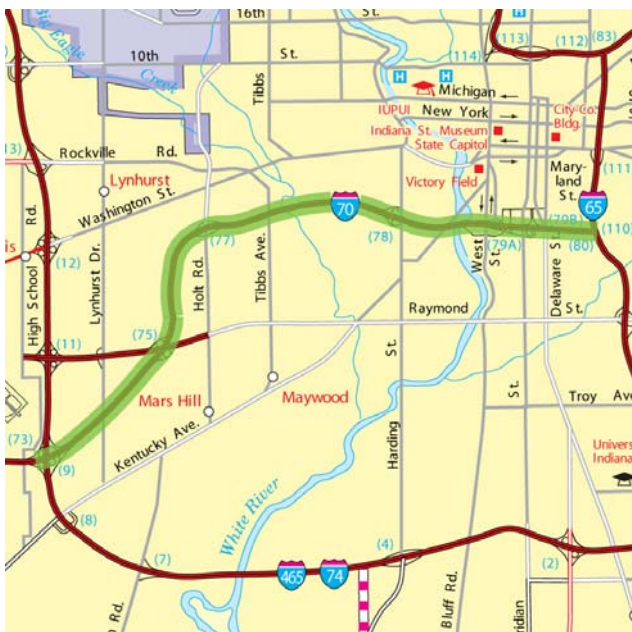
- ☀ To ensure safety of volunteers working along the highway, as well as motorists who could be distracted by the work causing crashes, and to enable the project to be completed in 12 hours, *a 6 mile section of I-70 will be closed from 6 a.m. to 6 p.m. on this date.*

What does this mean to my business?

- ☀ We are asking you to think about how this closure will affect your business, employees, or customers and to make a plan for October 7. See list on the other side of this letter.

What area is affected?

- ☀ The area that will be temporarily closed is: I-70 from Interstate 465 (I-465) on the west side to Interstate 65 (I-65) downtown.



For more information:

- ☀ Carole Copeland / Lilly
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- ☀ Linda Broadfoot / Keep Indianapolis Beautiful
(317) 264-7555 x112
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*Two interchanges are available for adoption. Contact Dave Forsell, KIB, (317) 264-7555 for more information.