



## NEWS RELEASE

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### **Conexus Indiana's 'Dream It. Do It.' campaign to sponsor Band Day at the 2010 Indiana State Fair**

*Manufacturing and logistics initiative will promote high-tech careers, education opportunities as high school marching bands compete*

(INDIANAPOLIS, Ind., July 8, 2010) The Conexus Indiana manufacturing and logistics initiative's 'Dream It. Do It.' career awareness campaign is the title sponsor for the Indiana State Fair's annual Band Day – the competition among high school marching bands on the Fair's opening day, August 6<sup>th</sup>. The 'DreamItDoItIndiana.com Band Day Competition' will showcase the talents of young musicians from across the state, and also promote the high-tech manufacturing and logistics careers that await Hoosiers with the right education and training.

"In one month, young people from across the state will converge at the Indiana State Fair, and then head back to the classroom," said Claudia Cummings, Conexus Vice-President of Community and Workforce Programs. "We felt that the first day of the Fair – Band Day – was a perfect opportunity to tell kids about the great jobs available in manufacturing and logistics, and encourage them to pursue the education they need after high school to get ready for them."

On DreamItDoItIndiana.com Band Day, the campaign will be promoted throughout the fairgrounds, and at a dedicated booth on Main Street during the Fair's opening weekend. More than 50 high school bands will compete throughout the day beginning at 9:00am, with finals starting at 8:00pm that evening.

While the estimated 5,000 participants in the DreamItDoItIndiana.com Band Day Competition share an affinity for brass and percussion, they may be less confident in their plans after graduation. The economic recovery combined with a growing trend of Baby Boomer retirements means that thousands of manufacturing and logistics jobs will be available across the state – high-tech, high-paying positions producing everything from electric cars to consumer electronics, from lifesaving medicines to the latest military jets.

But today's manufacturing and logistics careers demand critical thinking and technical skills that mean education beyond high school.

“Dream It. Do It. exists to let young people know that good jobs are waiting for them – but that they’ll need to aim higher than a high school diploma,” continued Cummings. “These aren’t just jobs standing on an assembly line – they’ll be working with computers, with advanced robotic systems, as part of a team to solve problems.”

Young Hoosiers can visit [DreamItDoItIndiana.com](http://DreamItDoItIndiana.com) to explore these careers and find industry-approved educational programs that will prepare them for the most in-demand jobs by Indiana manufacturers and logistics firms.

“We’re pleased to welcome Conexus Indiana as a sponsor and recognize the ‘DreamItDoItIndiana.com Band Day Competition’ on August 6<sup>th</sup>,” said Andre Lacy, Chairman of the State Fair Commission. “As someone who’s been involved with Conexus Indiana’s efforts, I have a personal passion for the Dream It. Do It. mission – connecting young people with career opportunities in two of Indiana’s most important industries. We look forward to advancing that mission at the Indiana State Fair.”

Learn more about Dream It. Do It. at [DreamItDoItIndiana.com](http://DreamItDoItIndiana.com), where visitors can explore careers and create personal accounts that encourage them to solve animated challenges, watch videos and receive more information on jobs and educational opportunities.

Learn more about the DreamItDoItIndiana.com Band Day Competition and the rest of the 2010 Indiana State Fair schedule at [IndianaStateFair.com](http://IndianaStateFair.com).

Launched by the Central Indiana Corporate Partnership, Conexus Indiana is the state’s advanced manufacturing and logistics initiative, dedicated to making Indiana a global leader in high-growth, high-tech industries. Conexus is focused on strategic priorities like workforce development, creating new industry partnerships and marketing our competitive advantages.

For more information about Conexus Indiana, please visit <http://www.conexusindiana.com>.