



NEWS RELEASE

For Immediate Release

April 2, 2015

Contacts:

Indiana State Fair Commission: Lesley Gordon (317) 619-0374

Elements Financial: Michelle Payne (317) 997-3900

Elements Financial to be New Title Sponsor of Gateway Building at Fairgrounds

INDIANAPOLIS – The Indiana State Fair Commission is proud to announce that Elements Financial will be the new exclusive title building sponsor of the Blue Ribbon Pavilion, to be re-branded as the *Elements Financial Blue Ribbon Pavilion*. Elements and the State Fair Commission leadership celebrated this new five year partnership with staff as well as unveiling the new signage for the pavilion today.

“The Elements Financial Blue Ribbon Pavilion has such a rich history and plays a key role as a livestock barn during the Fair, but its space flexibility and size make it one of the most popular venues on campus,” said Cindy Hoye, Executive Director of the State Fair Commission. “Having Elements as a new partner that is so involved in the community is a perfect fit for our gateway building on the corner of 38th and Fall Creek Parkway.”

“This new venture at the Fairgrounds is one way we’re elevating the community’s awareness of Elements Financial - previously called Eli Lilly Federal Credit Union,” said Lisa Schlehuber, CEO of Elements Financial. “We’re thrilled to unveil this sponsorship to all of Indiana as we seek to build new relationships with companies and their employees statewide.”

The Blue Ribbon Pavilion was originally built in 1924 to showcase the blue-ribbon sheep annually during each Indiana State Fair. The pavilion was renovated in 1999 to the now 70,575 square foot host to a variety of events including consumer, exhibit, sport, trade shows and spectator events. [The Naptown Rollers](#) bout will be the debut event in the Elements Financial Blue Ribbon Pavilion, Saturday April 4.

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About Elements Financial

Elements Financial provides financial wellness solutions to individuals through our original sponsor Eli Lilly and Company and a variety of 60+ companies across Indiana and nationally. The credit union has more than \$1 billion in assets and six branches in Central Indiana in addition to more than 60,000 surcharge-free ATMs and 5,000 shared branch locations nationwide. Last year alone, our 60,000+ Elements member-owners saved \$9.1 million just by doing business with us, thanks to great rates and low fees. Join us at elements.org to learn more as we pursue the goal of financial wellness for all our members.

About Indiana State Fair Commission

The Indiana State Fair Commission is a quasi-governmental agency that oversees year-round management of the fairgrounds. Established in 1892, the fairgrounds is a modern public event facility that annually hosts more than 300 meetings, shows, sports and agriculture events, including the Indiana State Fair. The fairgrounds is one of Indiana’s top tourist destinations annually attracting 2 million visitors to its 250-acre campus in Indianapolis’ Midtown district and adding \$124 million to the local economy. The Commission’s mission is to preserve and enhance the Indiana State Fairgrounds and the annual Indiana State Fair for the benefit of all citizens of Indiana. Additional information is available at www.indianastatefair.com