INDIANAPOLIS FEATURED IN SOUTHWEST AIRLINES “SPIRIT” MAGAZINE, OCTOBER ISSUE

INDIANAPOLIS – Passengers on Southwest Airlines throughout the month of October will see the Indianapolis skyline regardless of where they travel. As one of “Spirit” Magazine’s featured cities this month, Indianapolis is highlighted in a 14-page editorial feature including a 4-page article that invites travelers to “Meet Indianapolis” and check out the editor’s top 10 ways to enjoy the Crossroads of America.

“Our city has so many great attractions to offer visitors, from our accommodating downtown, arts district, museums and entertainment,” said Mayor Greg Ballard. “We are very excited about this opportunity through Southwest Airlines, to show off the city and enlighten people across the nation on what we here in Indianapolis already know - that the Circle City is a great place to live, work and visit.”

The feature articles include in-depth coverage on Indianapolis’ economic and sports cultures as well as provide travelers a glimpse into 10 of the most exciting attractions in Indianapolis including Monument Circle, the Indianapolis 500, the Children’s Museum, the Indiana State Museum and more.

“We couldn’t be more delighted with the expansive Indianapolis coverage in the October issue of Southwest Airlines’ Spirit Magazine,” said Don Welsh, president and CEO of the Indianapolis Convention & Visitors Association. “The articles reinforce to Indianapolis-bound passengers and all Spirit readers that we are a vibrant destination with so many wonderful and unique things to do and see. We sincerely thank the local sponsors who helped underwrite this section.”

“Meet Indianapolis” can be found online at http://www.spiritmag.com/city_profiles/article/meet_indianapolis/.

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This project was a collaborative effort with the following organizations helping tell the Indianapolis story: Indianapolis Convention & Visitors Association; Indiana Sports Corp; Indianapolis Downtown, Inc.; Indianapolis Economic Development; Indy Arts Council; Indy Partnership