



FOR IMMEDIATE RELEASE

Visit Indy's Chris Gahl Named as Rev 2024 Chair

INDIANAPOLIS (Nov. 29, 2023) — Rev, presented by Fifth Third Bank, has announced Chris Gahl, executive vice president & chief marketing officer for Visit Indy, as the chair of Rev 2024. Rev, the signature event for Indiana University Health Foundation, will kick off the Month of May at Indianapolis Motor Speedway on May 4, 2024.

Gahl has been with Visit Indy since 2005, directing marketing, strategic communications, community engagement, government relations and partnership. Prior to his tenure at Visit Indy, Gahl was part-owner of a marketing firm in Honolulu, promoting Hawaii tourism.

As chair of Rev 2024, Gahl is looking forward to being involved in an event that showcases the impact of Indy's racing community and gives back to an organization that is near to his heart.

“For 10 years running, Rev has brought together our community to celebrate our city's art, culture and cuisine at the most iconic entertainment venue in the world, all to raise awareness and funds to make our city and state a healthier, more vibrant place to live and visit,” Gahl said. “Having just finished my own oncology treatment at IU Health, I know firsthand the importance of IU Health to the people of Indiana. I'm motivated and proud to serve Rev, IU Health Foundation and IU Health to advance their collective work.”

Rev brings together food, fun and a night of celebration, all for a good cause. Over the past 10 years, the event has raised more than \$7 million to support IU Health's care in trauma, critical care, and services provided by IU Health for the drivers and patrons at the Indianapolis Motor Speedway. In addition, IU Health provides care to some of the most critically ill and injured patients in Indiana, with over half requiring behavioral health support following admission to the hospital.

“Chris's dedication to our city and state, along with his experience as a patient of IU Health, gives him a deep understanding of Rev's importance to IU Health trauma and critical care programs statewide,” said Crystal Miller, IU Health Foundation president and IU Health chief philanthropy officer. “His vast experiences in hospitality, marketing, partnership, and community engagement will be invaluable assets in leading an event of this caliber. We are thrilled to have him as our chair.”

Said IMS President J. Douglas Boles, “Chris Gahl is a tireless champion of everything Indianapolis and Central Indiana has to offer, and he is a great friend to everyone at the Indianapolis Motor Speedway. He is the perfect choice for Rev 2024 chair because of his professional skill and warm, personal touch, and because of his recent personal experience with the compassionate care provided by IU Health.”

Gahl has been named a “40 Under 40” business leader by the *Indianapolis Business Journal* and participated in Leadership Indianapolis' Stanley K. Lacy Executive Leadership Series®. He holds a degree in communications from Butler University, where he also sits on the university's Board of Trustees. His community service also includes serving on the boards of the Indianapolis Urban League, Indiana Humanities, and Kennedy King Memorial Initiative.

Tickets for Rev go on sale Dec. 1. Stay up to date at revindy.org and on social media @RevIndyEvent for event details, ticket information and sponsorship opportunities.

About REV

Rev is IU Health Foundation's largest annual fundraiser. Since its beginning, Rev has raised more than \$7 million. Funds raised support Indiana University Health's care in trauma, critical care, and services provided by IU Health for the drivers and patrons at the Indianapolis Motor Speedway. In addition, IU Health provides care to some of the most critically ill and injured patients in Indiana, with over half requiring behavioral health support following admission to the hospital. These funds will continue to support and focus on initiatives for this vulnerable population.

About Indiana University Health Foundation

IU Health Foundation leverages the power of philanthropy to support the IU Health mission of making Indiana one of the nation's healthiest states. When you give to IU Health, you aren't just making a donation—you're making all the difference. To learn more, visit iuhealthfoundation.org.

About Indiana University Health

Named the "#1 Hospital in Indiana" by *U.S. News & World Report*, Indiana University Health is dedicated to providing a unified standard of preeminent, patient-centered care. A unique partnership with Indiana University School of Medicine – one of the nation's leading medical schools – gives our highly skilled physicians access to innovative treatments using the latest research and technology. Learn more at iuhealth.org.

About Indianapolis Motor Speedway

The Indianapolis Motor Speedway, the world's largest spectator sporting facility, has been the worldwide leader in motorsports entertainment since opening in 1909. IMS will host the 108th Indianapolis 500 presented by Gainbridge – the world's most prestigious auto race – on Sunday, May 26, 2024. That race is the climax of an exciting Month of May schedule for the NTT INDYCAR SERIES that also includes the Sonsio Grand Prix on Saturday, May 11 on the IMS road course. The NASCAR Cup Series and Xfinity Series will return to the famous 2.5-mile oval for the Brickyard Weekend on July 20-21, which includes the Pennzoil 250 on Saturday, July 20 and the Brickyard 400 presented by PPG on Sunday, July 21. The IMSA WeatherTech SportsCar Championship also returns to IMS on Sept. 20-22 for the second annual TireRack.com Battle on the Bricks. Other events in 2024 at IMS will feature the NOS Energy Drink USAC National Midget Series, the Sportscar Vintage Racing Association, the Fanatec GT World Challenge America and the Total Solar Eclipse presented by Purdue. IMS, the NTT INDYCAR SERIES and IMS Productions are owned by Penske Corporation, a global transportation, automotive and motorsports leader. To purchase tickets or for more information, please visit ims.com.

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IN SUPPORT OF INDIANA UNIVERSITY HEALTH
HOSTED AT THE INDIANAPOLIS MOTOR SPEEDWAY



Foundation

