



## 2012 Indianapolis Super Bowl Host Committee adds Director of Communications to Staff

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INDIANAPOLIS - The 2012 Indianapolis Super Bowl Host Committee announced today the hiring of Dianna L. Boyce to lead communications for the event. Boyce will develop and execute the Committee's communication plan which includes providing regular updates to key publics, planning and managing the media center operations and implementing media strategies that include traditional and social media channels.

Boyce, also a long-time Indiana Sports Corporation volunteer, most recently managed media relations and communications for Lumina Foundation for Education where she managed all national and local media interaction for the \$1 billion foundation. Previously, she administered employee communications at a gas utility company in Nevada as well as serving in several positions with Indianapolis Mayor Stephen Goldsmith's administration during the 1990s.

"Dianna will be an integral part of the Host Committee as the person responsible for communicating key information to many audiences at the local and national level," said Allison Melangton, President of the Host Committee. "With her involvement in sporting events in Indianapolis and her media work professionally, she has the key skills needed to successfully be the eyes and ears for our committee."

"With just two years until this exciting event hits our city, the host committee is ramping up for the great events and national attention that will befall us," added Carolene Mays, chair of the Host Committee's Human Resources and Administration Committee. "Dianna's enthusiasm, dedication and strong work ethic will ensure that the host committee is communicating effectively and regularly with all audiences interested in the 2012 Super Bowl."

Boyce earned her bachelor of arts from DePauw University with a major in communication and her MBA from Indiana University with a focus in Human Resources. She has been involved with events in Indianapolis ranging from the bid process for the 2012 Super Bowl to multiple NCAA Men's and Women's Final Fours, the local organizing committee for the Big Ten Basketball Tournaments, and serving as a site representative for the NIT.