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Mayor Hogsett Rallies Support for “It’s My City” Campaign

Indianapolis Mayor Joe Hogsett is lined up as featured panelist at the next Breakfast Series event by Frost Brown Todd at the Indiana Repertory Theatre on September 25. Mayor Hogsett will be speaking about the recently launched “It’s My City” campaign – a three-year venture to challenge Indianapolis residents to get involved for the betterment of the community.

“Forty years after the iconic ‘Hudnut Hook’ first aired, the ad still inspires a truly transformational commitment to the betterment of our city,” said Mayor Hogsett. “It was in the spirit of this legacy that we launched ‘It’s My City,’ a three-year campaign designed to remind us that if we all do a little, we can change a lot to clean up Indianapolis neighborhoods.”

“It’s My City” was inspired by the late Mayor Bill Hudnut, who in 1976 called residents to action in an effort to clean up the city. Within two years, litter in Indianapolis was reduced by 81% through small changes made by many people. “It’s My City,” which will run through 2019, is reigniting the commitment to civic engagement and good citizenship, designed to progressively improve Indianapolis and result in a cleaner, greener and more beautiful city.

The September 25 event is part of the “Breakfast Series” – a partnership between the law firm Frost Brown Todd and the Indiana Repertory Theatre for the business community, featuring community leaders who share their ideas on how to build upon and expand civic leadership in Indianapolis. The series has spotlighted leaders such as Ryan Vaughn, president of the Indiana Sports Corp., Steve Walker of Walker Information, Linda Kirby of Leadership Indianapolis and Brian Payne of Central Indiana Community Foundation (CICF). For more information, including registration, contact Cory Weicht at cweicht@fbtlaw.com.

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