

Huse Incorporated
Contact: Bryn Jones
317-635-0636, ext. 130 (o)
BJones@huseinc.com

Riley Children's Foundation
Contact: Jason Mueller
317-759-6918 (o); 317-997-9882 (c)
jmueller@rileykids.org



St. Elmo offers brick engraving opportunity to raise funds for Riley Hospital Cancer Center

Promotion celebrates a decade of partnership with Riley Hospital

INDIANAPOLIS (April 23, 2012) – Thousands of celebrities have walked down the brick sidewalk in front of St. Elmo Steak House in downtown Indianapolis in its 110-year history. Now individuals and companies can once again be part of that experience.

The restaurant is offering the opportunity to etch your name, slogan or corporate logo in the brick sidewalk along its Illinois Street storefront. All net proceeds from the personalized bricks promotion will benefit Riley Hospital for Children at Indiana University Health.

Approximately 1,000 bricks are available for engraving. The public can visit StElmos.com/bricks or St. Elmo Steak House to order their personalized brick. Inscription opportunities range from \$150 to \$500, and as a thank you to patrons, St. Elmo will give away a \$50 gift card with each brick order. Personalized bricks will be installed in June.

“Riley is an important asset to our children and community, and has a special place in our hearts,” said Craig Huse, co-proprietor of St. Elmo Steak House. “We started supporting Riley in 2002, when we laid bricks marking our centennial outside of St. Elmo and donated the money to the hospital.”

Since the initial brick promotion in 2002, St. Elmo and sister restaurant Harry & Izzy's have donated more than \$50,000 and is in the process of fulfilling a \$75,000 pledge for the Riley Hospital Cancer Center.

Approximately 260 children are diagnosed with cancer in Indiana each year. Riley Hospital treats 85 percent of these children.

About St. Elmo Steak House

Since 1902, St. Elmo Steak House has offered guests perfectly aged steaks, tender pork chops, superb guest service and its world famous St. Elmo Shrimp Cocktail®. For many first-time, unsuspecting guests who order the notorious sinus clearing dish, the “head rush” of horseradish is an unforgettable experience. St. Elmo is an independent restaurant in Indianapolis and is only open for dinner. Sister restaurant, Harry & Izzy's, shares the same world-class service and some of the same classic dishes including the St. Elmo Shrimp Cocktail.

To make a reservation at St. Elmo Steak House, call 317.635.0636 or visit stelmos.com. To dine at Harry & Izzy's, call 317.635.9594 or visit harryandizzys.com.

About Riley Children's Foundation

Riley Children's Foundation supports Riley Hospital for Children at Indiana University Health, Camp Riley and the James Whitcomb Riley Museum Home. As Indiana's only comprehensive hospital dedicated exclusively to the care of children, Riley Hospital has provided compassionate care, support and comfort to children and their families since 1924. Each year children from all 92 Indiana counties turn to Riley Hospital and its regional clinics throughout the state more than 350,000 times. Riley Hospital's partnership with Indiana University Health and its strong affiliation with the Indiana University School of Medicine make Riley Hospital the leader in pediatric care in the state and the region. RileyKids.org

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