



NEWS RELEASE

For Immediate Release

## **Monica Pollom named director of events at Cathedral High School**

Events and marketing professional to lead annual gala and corporate sponsorship development

**INDIANAPOLIS—July 18, 2013**—Nicole Farrell Beasley, vice president for advancement, announces that Monica Pollom has joined the department in the position of director of events and corporate relations. “We are happy to welcome Monica to Cathedral and look forward to putting her considerable skills in event planning and sponsorship development to work on behalf of our fundraising efforts,” says Beasley. She will take over management of Cathedral’s annual fundraising gala, the ShamrAuction, one of the largest and most successful events of its kind in the Midwest plus be charged with leadership of the school’s corporate sponsorship program. In addition, Mary Myers has been named assistant director of events and volunteer coordinator and will work with Pollom in event management and organization.



Monica Pollom, director of events and corporate relations, Cathedral High School

Pollom is an event marketing professional with particular experience in developing corporate sponsorships, campaign management, and coordinating and executing corporate events. She most recently was new media project specialist with Red Gold, Inc. in Elwood, Indiana, where she was responsible for the company’s corporate sponsorships with Six Flags National Theme Parks, Cedar Fair National Theme Parks, Indianapolis Colts, Indiana Pacers, Indianapolis Motor Speedway, Indiana State Fair, Ohio State University, Purdue University, and the Indiana High School Athletic Association. In addition, Pollom coordinated and executed the Red Gold “Year of Tomatoes” sponsorship at the Indiana State Fair among other high-profile, national projects for the company. She graduated in 2008 from Purdue University with a bachelor of science degree.

Myers is an experienced event coordinator with an extensive background in organizing and managing a variety of parties and events, including cast parties at the world-renown Sundance Film Festival in Park City, Utah. She has led the Cathedral football team parents group for many years, is past president of the organization, and has worked with volunteers and fundraising at the school in many capacities.

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**About Cathedral High School**



Cathedral is a private, independent, Catholic, college-preparatory school serving 1,255 students in grades 9 to 12. The school was founded in 1918 by the Brothers of Holy Cross and for 95 years has followed the philosophy of profoundly shaping how young men and women think, serve, and lead. For more information, visit [gocathedral.com](http://gocathedral.com).

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