



## 500 FESTIVAL PRESS RELEASE

For Immediate Release

### 500 Festival Launches 2026 Kickoff to May Contest, Presented by STAR Financial Bank

*Hoosiers Invited to Participate in the “Racing Through History” Challenge*

**INDIANAPOLIS (March 23, 2026)** – [The 500 Festival](#) and [STAR Financial Bank](#) are excited to announce the launch of the 2026 Kickoff to May Contest, giving Hoosiers ages 18 and older the chance to win an exclusive Month of May prize pack, valued at more than \$1,000. To enter, participants will answer a series of three true or false questions relating to the history of the 500 Festival and Indy 500. The contest reflects the 500 Festival’s 2026 theme, Racing Through History, which honors the generations of participants, spectators, and volunteers whose stories have shaped the 500 Festival and carried its traditions forward.

#### **Kickoff to May Prize Pack Includes:**

- Two (2) Indianapolis 500 Carb Day Passes May 22, 2026
- Four (4) Lucas Oil 500 Festival Parade VIP Tickets May 23, 2026
- Driver Autographed 2025 Indianapolis 500 Official Program
- \$250 Huse Culinary Gift Card to St. Elmo’s / HC Tavern & Kitchen / 1933 Lounge / Harry & Izzy’s
- STAR Roadie 48 Wheeled Cooler with “Doug Boles Approved” Sticker
- 500 Festival Checkered Picnic Blanket
- Two Drink Tumblers (1) STAR Bank & (1) 500 Festival
- Indy 500 Greatest Moments Coffee Table Book
- 500 Festival Swag

#### **How to Enter:**

Entries are accepted through 11:00 a.m. EST on April 29 at [resources.starfinancial.com/star-500-festival](https://resources.starfinancial.com/star-500-festival), where you can also find the full contest rules. The winner will be selected and announced at the Kickoff to May event on

Wednesday, April 29. Eligibility and selection are subject to meeting all outlined contest requirements and conditions. For contest questions, please email [marketing@starfinancial.com](mailto:marketing@starfinancial.com).

“The spirit of the 500 Festival is woven into the fabric of Central Indiana by celebrating tradition, community pride, and the fastest racing on earth. As a longtime supporter and board member of the Festival, I’ve seen firsthand how Kickoff to May sets the tone for a month that unites communities, businesses, and visitors alike.” said Scott Bove, Executive Vice President of Capital Markets and Commercial Banking at STAR Financial Bank. “Through the Racing Through History Challenge, STAR Financial Bank is proud to invite Hoosiers to engage with the legacy of racing, celebrate the moments that define our city, and be part of the excitement that makes May in Speed City unlike anywhere on the planet.”

**Join Us & Celebrate at Kickoff to May!**

Kickoff to May is free and open to the public on April 29, from 11:00 a.m. - 1:00 p.m. on the north side of Monument Circle in downtown Indianapolis. Join us as we announce the contest winner and celebrate the excitement of May!

“The Month of May is built on a rich history and traditions that generations of Hoosiers have embraced,” said Dave Neff, President and CEO of the 500 Festival. “Kickoff to May marks the beginning of the celebrations, and we’re excited to bring the community together to start a month that means so much to Indiana.”

To learn more about the 500 Festival Kickoff to May, presented by STAR Bank, visit [500Festival.com/Kickoff](http://500Festival.com/Kickoff).

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**About the 500 Festival |** Founded in 1957, the 500 Festival is a not-for-profit organization that produces more than 50 life-enriching events and programs while celebrating the spirit and legacy of the Indianapolis 500® and fostering a positive impact on the city of Indianapolis and state of Indiana. One of the largest festivals in the nation, each year more than half a million people attend an event or program produced by the 500 Festival. Since its founding, the 500 Festival has contributed more than \$500 million in economic value to Indianapolis. To learn more about the 500 Festival, please visit [500festival.com](http://500festival.com) or follow us on [Facebook](#), [X](#), and [Instagram](#).

**About STAR Financial Bank |** STAR Financial Bank, headquartered in Fort Wayne, Indiana, is committed to delivering quality financial expertise and distinctive banking solutions to exceed customer expectations. In addition, STAR Private Advisory offers private banking, investment and fiduciary services. STAR has grown to nearly \$3 billion in assets with locations across central and northeast Indiana. For more information, visit [starfinancial.com](http://starfinancial.com).

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