



World
Choir
Games

2012
cincinnati usa

Press Release

February 07, 2011

Support of the World Choir Games 2012 in the U.S. – Procter & Gamble first Official Presenting Sponsor

Günter Titsch, President of INTERKULTUR and the World Choir Games, issued the following statement regarding the announcement that the Procter & Gamble Company has agreed to become the first Official Presenting Sponsor for the 2012 World Choir Games, to be held in Cincinnati USA from July 4-14, 2012.

“We are delighted to have Procter & Gamble as the first Presenting Sponsor of the World Choir Games in 2012. This is the first time in the history of international choral music that a global player has provided this kind of support for a world choral event. The enthusiastic commitment of P&G speaks highly of the company’s interest in premiere events that promote diversity and cultural awareness. P&G is already the main sponsor of the Olympic Games and is committed to the Olympic ideal, which is also the basis of the World Choir Games. For more than 20 years, INTERKULTUR has been working to strengthen the role of choral music and choirs on an international stage. With P&G, we have found an important and global partner that will help promote the popularity of choral singing and the notion that singing together brings nations together. We thank P&G for sharing this vision with us and for their tremendous support.”

“We could not be more excited to announce P&G as the first Presenting Sponsor,” said Dan Lincoln, president & CEO of the Cincinnati USA Convention & Visitors Bureau and director of World Choir Games 2012, Inc. “This confirms P&G’s recognition of how important the 2012 World Choir Games are for Cincinnati and the entire region.”

“This will be an historic event for Cincinnati because of the multi-cultural and global nature of the Games.” said Werner Geissler, P&G’s vice chairman of Global Operations, who with his wife, Sabine, are serving as Global Co-Chairs for the event. “P&G is thrilled to take the lead in supporting the 2012 Games.”

Since October 2010 there had been talks with corporate representatives in the company’s home town Cincinnati, which have been completed in January. INTERKULTUR and its partners are already looking forward to the coming months until the actual event is going to make way for choirs on the American Independence Day in 2012!

INTERKULTUR has ties to 120,000 choirs made up of 4.8 million choral singers around the world. In over twenty years since it was established, more than 5,500 choirs and some 250,000 singers from 100 nations have taken part in the World Choir Games and INTERKULTUR’s regional choir competitions. The World Choir Games (WCG), which are dedicated to the founding Olympic ideal, take place every two years on a different continent. The next WCG will be held in 2012 in Cincinnati, USA.

For more information about the competition visit www.worldchoirgames.com

Responsible persons: Stefanie Vera Müller

E-mail: press@interkultur.com

INTERKULTUR

Am Weingarten 3
35415 Pohlheim (Frankfurt / Main) Germany
Phone: +49 (0) 6403 956525 · Fax: +49 (0) 6403 956529
E-mail: mail@interkultur.com · www.worldchoirgames.com

Honorary President: Walter Scheel, Former President of the Republic of Germany · President: Günter Titsch INTERKULTUR is a non profit organisation registered in Gießen (Germany) Reg. No. 1806, Förderverein INTERKULTUR e. V.