



World
Choir
Games

2012
cincinnati usa

Press Release

December 17, 2011

2012 World Choir Games opens in 200 days 301 choirs registered, new sponsors added, 1,000+ volunteers signed up

The 2012 World Choir Games, recently named one of the big events of 2012 worldwide by the Chicago Tribune, will be just 200 days away on Saturday, Dec. 17, and each week the number of registered choirs, sponsors and volunteers is growing. The World Choir Games was mentioned by the Tribune along with events in London, Belgium, Hawaii and others. The 2012 Games was the *only* event in the Midwest listed (aside from the Super Bowl in Indianapolis); the *only* event in Ohio; and the *only* U.S. event listed in July 2012. <http://tinyurl.com/7ueaf8s>

Already, 301 choirs from 43 countries have signed up for the 2012 Games, totaling more than 12,000 participants. Whom 171 are coming from the international choral world outside the USA, 130 choirs from 24 U.S. states have signed up so far. Interest has been so high that choir registration deadlines were extended to Jan. 15, 2012, by INTERKULTUR, the Germany-based organization that produces elite international choral events all over the globe including the World Choir Games.

"Our offices all over the world are registering choirs every day," said INTERKULTUR President Günter Titsch. "It's very exciting and a great success for INTERKULTUR and the World Choir Games."

There are choirs registered from Belgium, Colombia, Czech Republic, Denmark, Jamaica, Latvia, Namibia, Nigeria, Poland, Spain and more. Among those registered are 13 former Champions of the World Choir Games, including four from South Africa.

INTERKULTUR, founder of the World Choir Games, is based in Pohlheim, Germany. They organize choral competitions and festivals all over the world. For the first time in the history of the World Choir Games, the competition will be held in a U.S. city (July 4 - 14, 2012).

The Cincinnati Organizing Committee for the 2012 World Choir Games announces the following new Silver Medal sponsors for the event (\$250,000 or more): **Barefoot Proximity/BBDO**, **Cumulus Media**, **The Kroger Co.**, **UC Health** and **WCPO-TV**, and new Bronze Medal sponsors (\$100,000 or more) the **Cincinnati USA Regional Chamber**, **Cintas** and **U.S. Bank**.

Those companies and organizations join Presenting Sponsor **Procter & Gamble**, **Western & Southern** (Gold Medal), **CVG** (Bronze Medal) and **Cincinnati Magazine** (Bronze Medal). The Cincinnati Organizing Committee expects to announce more sponsors within the month, said Nick Vehr, managing director.

Already, more than 1,000 community members have signed up online to volunteer in a variety of capacities, e.g. marketing & communications, participant services, venue support, event services, or choir hosts and more. A registration form was posted on the website Dec. 6, which requests greater details. To sign in go to the event's website, <http://2012worldchoirgames.com/volunteers>.

INTERKULTUR is the world's leading initiator and organizer of international choral competitions. In over twenty years since it was established, the organization build up ties to more than 5.800 choirs and 260.000 male and female singers from 100 nations who have taken part in the World Choir Games and INTERKULTUR's regional choir competitions. Since 1988 over 115 competitions and festivals have been held. The famous World Choir Games, former known as "Choir Olympics", are held every two years on different continents. After Shaoxing in China (2010), the 7th World Choir Games 2012 will be in Cincinnati, USA with Procter & Gamble as the Official Presenting Sponsor. Cities like Budapest, Vienna and Rome have been hosting various competitions for many years, attended by hundreds of choirs.

More information about the competition: www.interkultur.com Person in charge: 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.