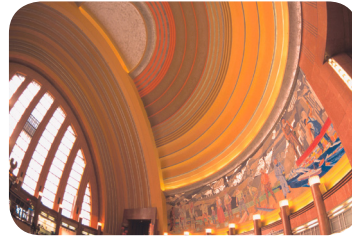




Cincinnati USA



NEW IN 2012

2012 World Choir Games

70 Countries + 20,000 Participants + 23 Genres of Music
=

One Unforgettable Experience

Coined by many as the Olympics of choral music, the World Choir Games aim to peacefully unify nations through song. And for the first time, they're coming to the United States. Cincinnati USA will host more than 400 choirs and 200,000 spectators July 4-14, 2012 for the largest choral competition in the world.

www.2012WorldChoirGames.com

A Day in Pompeii

From March 2 – August 12, the Cincinnati Museum Center at Union Terminal will be home to the largest collection of body casts ever on display in the world including a collection of 30 skeletons – all frozen in time by the eruption of Mt. Vesuvius nearly 2,000 years ago. *A Day in Pompeii* will also feature more than 250 additional artifacts and an immersive video experience depicting a time lapsed representation of Vesuvius' explosion. Cincinnati USA is one of just three American cities chosen for this exhibit's tour.

www.CincyMuseum.org

The Cincinnati Reds

Cincinnati USA is home to many of America's 'firsts' but none stand up to the Cincinnati Reds' title of America's first professional baseball team. Nowhere does baseball tradition run more deeply than Cincinnati. Since its founding, the Reds have won five World Championships and most recently they clinched the 2010 National League Central Division title. Watch America's oldest baseball team and 2011 Rawlings Golden Glove award winners Joey Votto and Brandon Phillips take the field in 2012 for the Reds' 143rd season.

www.Cincinnati.Reds.MLB.com

Macy's Music Festival 50th Anniversary

Since 1952, artists like Miles Davis, the O'Jays, Mary J. Blige and John Legend have lured more than 50,000 annual visitors from around the country to Cincinnati USA. By 2000, the Macy's Music Festival was the largest festival of its kind in the United States, making an estimated \$25 million annual economic impact on the region. A better-than-ever festival is planned for 2012 as the festival celebrates its 50th anniversary - rocking Paul Brown Stadium with more R&B, jazz, hip-hop and soul talent than ever before.

www.MacysMusicFestival.com

Kings Island

Cincinnati's Kings Island has come a long way since its 1972 debut on *The Brady Bunch!* Entering its 40th season, Kings Island is the largest amusement and water park in the Midwest, entertaining nearly 3 million visitors annually. And for the past 11 years, the park has won the Golden Ticket Award for the 'Best Kids Area in the World'. Kings Island will continue its dominance in the amusement park world with a \$10 million expansion of its Soak City attraction set to open in 2012 - doubling the size of its existing water park.

www.VisitKingsIsland.com

Cincinnati Zoo & Botanical Garden

Come see why the 'Sexiest Zoo in America' was named the 'Greenest Zoo in America'! While it has been known for having the country's highest rate for successful breeding, the Cincinnati Zoo and Botanical Garden has also been upholding its reputation as a leader in green practices. Their solar canopy is the largest publicly accessible urban solar array in the country. And their next project, an expanded cat habitat called Cat Canyon, set to open in 2012, will continue the green momentum as it pursues LEED certification.

www.CincinnatiZoo.org



CINCINNATI STORIES

A Decade of Change

Cincinnati USA has come a long way since the civil unrest of 2001 served as a jarring wake-up call for members of the community. Everyone, from Cincinnati's political and government leaders to members of the corporate community to average citizens, sensed the urgency to make this situation right, overcoming negative national perceptions, and the lost convention and tourism dollars they produced. With a deep-rooted focus on continuous improvement and addressing the diversity issues that surrounded the unrest, Cincinnati USA has emerged - 10 years later - as one of the country's best multicultural destinations, recently hosting organizations like the League of United Latin American Citizens and the Prince Hall Shriners.

Strong Convention Results

In 2010, the Cincinnati USA Convention & Visitors Bureau earned its sixth consecutive year of growth in its two most important industry metrics: future hotel room bookings and the related economic impact conventions bring to the region, which reached a six-year high of \$59.6 million. In 2011, Cincinnati has hosted more than 150 conventions, including Educational Testing Services, the League of United Latin American Citizens National Convention, the Prince Hall Shriners, the Elks and the Regional Neighborhood Network.

Music Heritage

Cincinnati has a storied music heritage, including Saengerfest, a traditional German "singer's festival," brought to Cincinnati by German settlers in 1849. May Festival Chorus; Cincinnati Symphony Orchestra and Pops; Cincinnati Ballet; the Cincinnati Opera; and University of Cincinnati College-Conservatory of Music are among the region's earliest and strongest cultural institutions. Many world-famous vocalists hailed from Cincinnati, including Rosemary Clooney, Doris Day, Bootsie Collins, Peter Frampton, Nick and Drew Lachey, Roy Rogers and Andy Williams. This deep music heritage was instrumental in luring the 2012 World Choir Games to Cincinnati USA.

International Cuisine

Experiencing a city often happens best through its food. And Cincinnati's is among the most interesting. Findlay Market joins a number of fine international restaurants, markets and delis that lure visitors from around the world. Regional specialties, such as that famous Cincinnati chili, BBQ and Graeter's Ice Cream delight visitors from around the globe. The city's history of sausage making and charcuterie (and its notable "Porkopolis" past), breweries and German restaurants leave a legacy that's wonderfully palatable today.

Sweeping Development

Cincinnati USA is in the midst of unprecedented urban development and renewal, transforming the downtown core and the region as a whole into a leading metropolitan area for talent, jobs and economic opportunity. The new development is sweeping from the cultivation of regional world-class restaurants, retail shops and attractions and the infusion of new hotel properties downtown and across the region. Developments to be completed in 2013 include the 21c Museum Hotel, voted the number one hotel in the United States and number six hotel in the world by Conde Nast Traveler; Cincinnati Casino, a 20-acre, 500,000 square foot complex within walking distance of downtown; and the Banks, a multi-block riverfront entertainment district.

City of Neighborhoods

Entertainment neighborhoods abound in Cincinnati, with the best restaurants, clubs, nightlife and museums creating wonderful, walkable districts. The newly gentrified Over-the-Rhine district is packed with chic restaurants, boutiques and venues that somehow maintain the neighborhood's unique Old-World vibe, architecture and history. The Banks, a brand new development of retail, residential and dining is beautifully located on the banks of the Ohio River, adjacent to the sprawling greenspace of Riverfront Park and the Freedom Center. Swanky Mt. Adams, with its twisting, elevated cobbled streets and jaw-dropping views, is home to independent bistros, clubs and shops.

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