



Department of
Development

Ohio Tourism Division

FOR IMMEDIATE RELEASE

CONTACTS: Tamara Brown at (614) 466-8591
Joyce Brown at (216) 344-9966

O'Jays Rock New Ohio Tourism Multicultural Campaign

"Livin' for the Weekend" Campaign encourages multicultural travelers to stay overnight in Ohio

COLUMBUS, Ohio (June 2, 2008) – Ohio Lieutenant Governor Lee Fisher today unveiled Ohio's new multicultural tourism campaign featuring Rock and Roll Hall of Famers, the O'Jays, and their popular song, "Livin' for the Weekend."

The new campaign, created by Cleveland-based Singleton & Partners, targets two primary travel groups -- African-Americans and Hispanics -- in Ohio and surrounding states. It will include Ohio's first multicultural cable television commercial to air in June on BET and several more outlets. Additional campaign elements include advertising on minority radio stations, in minority print press, on minority Internet sites, and through creation and distribution of a "Livin' for the Weekend" event guide insert. Public relations efforts will include promotions at various events and festivals, and a newly retooled Web site will provide minority travelers an enhanced resource for locating Ohio tourism information at www.DiscoverOhio.com.

"Our multicultural tourism marketing effort is extremely important in reaching out to some of the fastest-growing populations in Ohio and in the nation," said Fisher, who also serves as Director of the Ohio Department of Development. "Our campaign's use of the Canton, Ohio-born O'Jays and direct targeting of music events and festivals with strong minority audiences are innovative tactics that will help us build a bridge to new audiences that may not be aware of all the exciting tourism opportunities available to them in Ohio."

"Our campaign aggressively markets the weekend getaway concept and encourages minority travelers to overnight in Ohio by showcasing the state's many notable multicultural events such as the Macy's Music Festival, one of the largest urban music festivals in the country," said Alicia Reece, Assistant State Tourism Director and lead on the state's multicultural tourism marketing program. "The target audiences for the "Livin' for the Weekend" campaign have available disposable income and clearly demonstrate high interest in visiting friends, family, major cultural events, and attractions."

While the bulk of the multicultural campaign is targeted toward African-American travelers, print ads running in July and online ads will target Hispanic travelers with Ohio's tourism message.

"Ohio's new multicultural campaign will extend the message of our primary marketing efforts that Ohio is too much fun for just one day," said State Tourism Director Amir Eylon. "The minority travel market is a \$90 billion industry according to the Travel Industry Association, so it is important for Ohio to connect with these groups, and I think our campaign will accomplish that goal."

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About Singleton & Partners, Ltd.

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. With offices in Cleveland and Chicago, they help clients connect with women, African-Americans, Asian-Americans and Hispanics and other multicultural audiences. Their experienced professionals develop innovative marketing plans tailored to reach each unique audience. Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

About the Ohio Tourism Division

The Ohio Tourism Division is the premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions, and economy. Division marketing programs contributed to an estimated \$38 billion in visitor sales in 2007 and 454,000 jobs sustained by visitors to the state. A part of the Ohio Department of Development, the Division's mission is to promote and celebrate Ohio's unique travel opportunities and market the state's outstanding quality of life.

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Editor's Note: Members of the media are invited to a premiere of the Ohio Tourism Division's multicultural television commercial on Monday, June 9, 2008, in Cleveland at the House of Blues at 3:30 p.m. Samples of campaign creative and interviews available upon request.