



**For Immediate Release:**

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[www.2012worldchoirgames.com](http://www.2012worldchoirgames.com)

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## Statement from INTERKULTUR president regarding P&G sponsorship

**POHLHEIM, GERMANY** – 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.”

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### **ABOUT INTERKULTUR AND THE WORLD CHOIR GAMES:**

The World Choir Games is the largest international choral competition in the world, taking place every two years. The 7<sup>th</sup> World Choir Games in Cincinnati USA will be the first-ever hosted in the United States. The event is expected to attract competitors from about 70 countries; over 200,000 attendees and have a local economic impact of \$73.5 million.

The World Choir Games is the signature event for INTERKULTUR, a non-profit international organization located in Pohlheim, Germany. INTERKULTUR is dedicated to bringing together people of all nations, cultures and worldviews through musical competitions.

INTERKULTUR, founded in 1988 by Günter Titsch, produces many competitions and festivals, from choral to folk dancing. Roughly 5,000 choirs, comprised of nearly a quarter of a million singers and musicians, have taken part in various events organized by INTERKULTUR. Countries where events have been held include: Austria, China, Czech Republic, Germany, Hungary, Indonesia, Israel, Italy, Republic of Korea, Republic of Malta, Sweden and the United States.

The organization is comprised of cultural, political and business world leaders, choirs and orchestras and cultural associations. The World Choir Council, the international advisory board for INTERKULTUR, is a “United Nations of choral singing” that includes delegates from more than 70 countries representing more than 120,000 choirs, roughly 4.8 million singers.

INTERKULTUR partners with host cities to boost tourism, leverage international media coverage and offer image benefits.

Titsch, INTERKULTUR’s president, believes the World Choir Games should be guided by the same principles as the Olympic Games: peaceful competition for the laurels of victory in a spirit of mutual respect, regardless of color or creed.

**Website:** [www.interkultur.com](http://www.interkultur.com)

For more information about the 2012 World Choirs Games:

- [www.2012worldchoirgames.com](http://www.2012worldchoirgames.com)
- [Facebook.com/world.choir.games.2012](https://www.facebook.com/world.choir.games.2012)
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