



**World
Choir
Games**

2012
cincinnati usa



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www.2012worldchoirgames.com

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Contest launches: Who will design mascot for 2012 World Choir Games?

CINCINNATI (OH) – The search is on.

The Cincinnati Organizing Committee of the 2012 World Choir Games has launched a contest to find a mascot for the 7th World Choir Games, which will be in Cincinnati, Ohio, USA, from July 4–14, 2012. Contestants can enter at www.2012worldchoirgames.com/mascotcontest, by email at info@2012worldchoirgames.com or by sending a CD or DVD to 2012 World Choir Games Mascot Design Contest, 700 Walnut St., Suite 450, Cincinnati, OH 45202.

The website has the rules, criteria and information about the World Choir Games, which will be the largest international arts event in the history of Cincinnati USA.

Entries will be accepted through Feb. 20, 2011. A selection panel, chosen by the Cincinnati Organizing Committee for the 2012 World Choir Games, will determine up to 10 finalists, whose work will be voted on by the public online from Feb. 27, 2011–March 13, 2011. Participants must be 13 years or older and U.S. citizens.

“There are so many talented designers in Greater Cincinnati and throughout the country,” said Dan Lincoln, director of the Cincinnati Organizing Committee for the 2012 World Choir Games and president & CEO of the Cincinnati USA Convention & Visitors Bureau. “This should be a lot of fun. Having the public vote on the finalists is an exciting way to find out what people think will be a representative mascot for a massive and transformational event for our region that is now only 18 months away.”

The mascot will become an integral part of promotion for the 2012 World Choir Games.

The contest is open to individuals engaged in design, imaging, brand development and cartoon design.

The prize for the winning design is \$500 cash. Other prizes: Second place, \$250 cash; Third place, \$100 cash; Spirit Award (captures essence of Cincinnati USA or the United States), \$100 retail value in World Choir Games merchandise; Creativity Award, \$75 retail value in World Choir Games merchandise; Judges Award, \$50 retail value in World Choir Games merchandise.

The World Choir Games is the largest international choral competition in the world, taking place every two years. The 2012 World Choir Games in Cincinnati will be the first-ever hosted in the United States. The event is expected to have a local economic impact of \$73.5 million. The World Choir Games is the signature event of Interkultur, a Germany-based organization that produces elite international choral events all over the world. Learn more at www.2012worldchoirgames.com.