



**World
Choir
Games**

2012
cincinnati usa



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www.2012worldchoirgames.com

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The Verdin Company will design, create 2012 World Choir Games Peace Bell

CINCINNATI – The Verdin Company, a deeply-rooted, Cincinnati-based organization founded in 1842, will design and create the 2012 World Choir Games’ Peace Bell, one of the signature symbols of the “Olympics of choral music,” which will take place in Cincinnati USA from July 4–14, 2012.

The concept for the Peace Bell was initiated by INTERKULTUR, founder of the World Choir Games, in 2000 at the first World Choir Games in Linz, Austria. The bell is rung at the Opening and Closing Ceremonies, calling for all nations to sing and celebrate together in peace.

“We have designed thousands of bells over the course of our company’s history, and we’re as excited about this project as any in recent memory,” said Jim Verdin, president of The Verdin Company. “This is a great fit for us. We are honored to create a special Peace Bell for what promises to be one of the great events in the history of our city.”

Cincinnati USA was selected as the first U.S. city to host the World Choir Games. The 2012 Games are expected to bring 20,000 participants and tens of thousands of visitors from more than 70 countries.

“We are incredibly fortunate to have an iconic and esteemed company such as Verdin right in our own backyard,” said Dan Lincoln, director of the Cincinnati Organizing Committee and president & CEO of the Cincinnati USA Convention & Visitors Bureau. “The Peace Bell is such an important part of the World Choir Games. It’s great to have a hometown company that specializes in creating works of art the way Verdin does.”

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ABOUT THE WORLD CHOIR GAMES:

The World Choir Games is the largest international choral competition in the world, taking place every two years. 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.

ABOUT THE VERDIN COMPANY:

For 170 years The Verdin Company has enriched the secular and spiritual lives of its customers and employees with bells, carillons and clocks. Today, the fifth and sixth generations of the Verdin family lead the company by teaming technological creativity with traditional expertise.