

2012, Cincinnati will be the center of attention of the international arts community as it hosts the 7th World Choir Games. Referred to as “The Olympics of Choral Music,” Cincinnati will be the first North American city to host the games in the event’s history. The 2012 games run July 4-14.



“Hosting the World Choir Games is a perfect fit for Cincinnati, as the region is nationally recognized for its outstanding arts and cultural venues,” said Julie Janson, president, Duke Energy Ohio and Kentucky. “Cincinnati is also a great place to live, work and conduct business. As an event partner, Duke Energy is proud to help showcase Cincinnati on this world-wide stage.”

With an estimated 400 choirs expected to compete, more than 20,000 vocalists from over 70 countries will visit Cincinnati for the 11-day event. Over 200,000 visitors are expected during the event. The estimated economic impact of the games is \$75 million

to the region.

“The World Choir Games will provide a major economic impact to the Greater Cincinnati Region,” said Johnna Reeder, vice president, Community Relations and Economic Development. “But more significantly, this is an opportunity for Cincinnati to look beyond the short-term economic boost and use the games as a catalyst for attracting global attention and investment our way.”

The World Choir Games is the largest international choral competition in the world. In being named the host city, Cincinnati became part of the World Choir Games promotional event calendar as of March 2010. Cincinnati will continue to be recognized on the event calendar for the next two years at 16 different competitions around the world.

Duke Energy, through its Foundation, is one of many corporations providing financial support to make the games a memorable success. “We consider our contribution an investment in promoting all that the Cincinnati region has to offer,” said Janson.