



NEWS RELEASE

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FREE EVENTS, EVERY DAY, ALL SUMMER LONG ON FOUNTAIN SQUARE *Complete summer lineup of events announced today*

It's going to be a jam-packed summer on Fountain Square with something going on morning, noon and night in the heart of downtown Cincinnati.

Fountain Square Management Group (FSMG), a subsidiary of 3CDC, raises sponsorship dollars to bring events to the Square such as the PNC Summer Music Series, Strauss & Troy Market and Toyota Movie Night.

"All of our events are made possible through the generosity of our corporate sponsors," said Bill Donabedian, managing director of Fountain Square. "No tax dollars are used for Fountain Square programming, so Cincinnati's corporate community is giving a tremendous gift to all of us by sponsoring **free**, quality events on Fountain Square."

This year's programming includes indie bands like Camera Obscura (June 4) and Neon Indian (June 11) that have national followings and are both playing the Sasquatch Music Festival in Seattle over Memorial Day where tickets sell for as much as \$86 per day.

The full "2010 Summer on the Square" lineup of events was announced today at a noontime kickoff that featured live music from Zumba, free ice cream courtesy of Graeter's, mascots and remarks from corporate sponsors.

"Summer on the Square" kicks off Memorial Day Weekend, May 29-31, with P&G Taste of Cincinnati, sponsored by the Cincinnati USA Regional Chamber.
<http://www.tasteofcincinnati.com/>.

Here is the daily lineup of FSMG events for Fountain Square 2010 starting Tuesday June 1 and running through Labor Day:

EVERY TUESDAY

- **Strauss & Troy Market:** 11am-2pm Fresh produce, baked goods, prepared lunch foods, fresh flowers and distinctive handmade items. (Please note, there is no market June 1, the day after Taste of Cincinnati.)
- **PNC Summer Music Series-Southern Sounds:** 7-9pm Live country and blues bands. Special thanks to presenting sponsors Toyota and Budweiser, Media Sponsor Fox Sports Ohio and Mynt Martini, official after-party location.

EVERY WEDNESDAY

- **PNC Summer Music Series-Reggae Wednesday:** The party begins early with \$2 Bud Light bottles and \$3 rum drink specials from 5-7pm and then from 7-9pm it's "Island Time" on the Square. Special thanks to presenting sponsors Keating, Muething & Klekamp, Media Sponsor 89.7 WNKU and Mynt Martini, official after-party location.

EVERY THURSDAY

- **PNC Summer Music Series-Acoustic Thursday:** 11:45am-1:15pm Lunch time acoustic performances by local performers. Special thanks to presenting sponsors Deaconess Urgent Care and Huff Realty, Media Sponsor 89.7 WNKU.
- **PNC Summer Music Series-Salsa on the Square:** 7-10pm One of our most popular nights is back and hotter than ever. Salsa instructors are on hand to make sure the cha-cha and rumba are done just right. Special thanks to presenting sponsor Gain, Media Sponsors 9WCPO-TV and Kiss 107 and Bootsy's, official after-party location.

FRIDAY

- **Freaky Fridays**
 - Fish Toss (May 21)
 - Coney Eating Contest (June 18)
 - A new July Freaky Friday event still to be determined
 - Water Balloon Toss (Aug 20)Special thanks to Freaky Friday Media Sponsor Rewind 94.9.
- **Red Hot Friday:** Noon on various Fridays. Join us during Reds home stands to start the weekend with the Red Hot Cincinnati Reds. Visit with Mr. Redlegs, Gapper and Rosie Red and register to win tickets to Reds games.
- **PNC Summer Music Series-MidPoint's Indie Summer:** 7-11pm Four of the hottest national and local indie bands around every Friday night and it's all free! Special thanks to presenting sponsor 312 Urban Wheat Ale, Media Sponsors City Beat, Frequency 94.1 and 89.7 WNKU and The Righteous Room, official after-party location.

SATURDAY

- **Family Days on Fountain Square:** 10am-Noon Every Saturday in June (June 5, 12, 19, 26) the Square is all about children 7 and under with lots of free, fun, family activities to enjoy. Special thanks to presenting sponsor Target, Media sponsors Local 12 and Warm 98.
- **Toyota Movie Night:** 7-11pm Back by popular demand, the Square turns into a drive-in movie (without the cars) for a family-friendly double feature every Saturday night. Special thanks to presenting sponsor P&G, Media sponsor Rewind 94.9.

EVERY SUNDAY

- **PNC Summer Music Series-Smooth Sunday:** 6-9pm Wrap up the weekend with some R&B, smooth jazz and gospel tunes in the heart of the City. Special thanks to presenting sponsor Walker Funeral Home, Media Sponsor Radio One (MOJO and WDBZ the Buzz).

EVERY MONDAY

- **PNC Summer Music Series: FSQ Lounge** 7-9pm Sophisticated, low-key jazz is a brand-new addition to our weekly lineup. Imagine the Cincinnati Hotel's Cricket Lounge, only outdoors with The Chris Comer Trio performing every week with a special guest. Special thanks to presenting sponsors New Amsterdam, E&J, X.O, Media Sponsor 89.7 WNKU and The Righteous Room, official after-party location.

For a full list of PNC Music Series bands and Toyota Movie Night features, please visit www.myfountainsquare.com.

And mark your calendars for these not-to-be-missed one-time events sponsored by FSMG:

- **P&G FIFA World Cup:** Sunday July 11 11am-9pm Our first-ever foosball tournament on the Square. Teams of two will go head to head while the World Cup final game airs on the giant video screen followed by live music. Special thanks to presenting sponsors State Farm and Mercer.
- **Cincy Apparel T-Shirt Market:** Friday July 16 11am-11pm This is the third year for the Cincinnati-centric T-shirt mini market brought to you by local vendors and sponsored by Cincy Apparel.

Of course no event is complete without good food and drink, and we're serving it morning, noon and night. Daily food service from the Skyline Chili Food Tent begins June 1 through August 31. Vendors will include Skyline, Abuelo's Mexican, Mama Made It, The Elusive Cow, Tom + Chee and Nay Nay Barbeque. Late night food service will be available from Senor Roy's Taco Patrol until 2:45am on the corner of 5 & Vine Street. Food service begins at 7am Monday through Thursday. For more information on food vendors and service times visit www.myfountainsquare.com/food.

To stay on top of what's happening on the Square, sign up for our e-newsletter at www.myfountainsquare.com and program our hotline number into your phone, 763-8036.

You can also support events on Fountain Square through a new support system called "Text to Donate." Text "FOUNTAIN" to "85944" and \$10 will be donated to Fountain Square programming. Every little bit helps us continue to bring quality programming to Fountain Square.

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