



P&G Taste of Cincinnati USA
Saturday, May 29th – Monday, May 31st, 2010
6 Blocks of Downtown Cincinnati USA

Attendance over 530,000 – Largest Attendance in Three Years!!



The P&G presence was impressive; with the Branded Inflatables, the Product Sample Giveaways, the Professional Brand Product Supplied to the Vendors, the Branded Table Tents, the Pampers Stroller Speed Lane, overall signage and the Clean Team Activation.

Over 2,100 rolls of **Bounty Paper Towels** were distributed to the vendors at the P&G Taste for use at their booths for clean-up.



Mr. Clean Professional provided spray disinfectant (150 cases) and **DAWN Professional** provided dish product (132 gallons) to give each of the 46 restaurant vendors as thank you and product sample – *They LOVED getting the P&G product and every vendor that the Chamber spoke with said "It was their best weekend ever as far as sales."*



Bounty and Mr. Clean Professional Disinfectant Spray were used by the Clean Team to keep the seating areas of the P&G Taste of Cincinnati USA clean!



P&G and Cincinnati USA Bags were provided as an additional Branding opportunity and for collection of our shared marketing materials, and product samples including: **Olay Body Wash, Crest Pro-Health Mouthwash and Crest Pro-Health Whitener Toothpaste.**