



INTERKULTUR

Singing together brings nations together

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INTERKULTUR: Singing together brings nations together

The idea

INTERKULTUR is the leading initiator and organizer of choir competitions at international level. Even the World Choir Games, the biggest choir competition in the world, belong to the INTERKULTUR events. For more than 20 years INTERKULTUR has been aiming at bringing together people with different cultural, religious and political backgrounds by the means of choral music. Budapest in 2013 marked the 125th event that has been organized by INTERKULTUR and its partners and was starting point for the international choir competitions 25 years ago.

Intercultural encounters have a significant share in removing prejudices and obstacles on the way towards a peaceful cooperation among all people. By the integrative power of the shared musical experience prejudices are being overcome and the mutual respect grows. INTERKULTUR concentrates the empathy of all people who share the fascination for the human's most ancient way of making music, choral music, and its potential for the creation and consolidation of peace. This conviction is the core of the idea which Günter Titsch, President of INTERKULTUR, and like-minded people have been pursuing since the start of international choir competitions in 1988.

The institution

INTERKULTUR represents a global institution featuring offices and representatives in a lot of countries all over the world. Distinguished international public figures from the fields of culture, economy and politics as well as choirs, orchestras, associations and cultural institutions have joined the organization. The "World Choir Council", like a UNO of choral music, consists of representatives from more than 70 countries. All INTERKULTUR teams – be it the head office in Germany or one of the numerous branches or international agencies – are dedicating a lot of commitment in order to develop variable and tailor-made offers for the different needs of the choirs. Last but not least INTERKULTUR makes its marks as a worldwide communication platform for all those who want to exchange opinions, questions etc. regarding choral music and the universal music community in the World Wide Web.

The competitions and the Olympic idea

Participation is the highest honor – the World Choir Games (WCG) which base on the Olympic idea is the most spectacular major event of INTERKULTUR. It takes place every two years in cooperation with host cities on different continents. Its stopovers since 2000: Linz/Austria, Busan/South Korea, Bremen/Germany, Xiamen/China, Graz/Austria and Shaoxing/China. In July 2012 Cincinnati/USA was celebrating the 7th WCG. Riga/Latvia will host the 8th World Choir Games in 2014. Be it children's, female or male choirs, Barbershop, Folklore, Musica Sacra, Show Choirs, Jazz or Gospel – the competitions of the World Choir Games offer up to 29 categories. The achievements are being evaluated by an international jury according to the Musica Mundi seal of approval. It represents an evaluation system that has been developed during numerous European competitions since 1988.

Altogether more than 7000 choirs with over 300.000 singers from 100 nations participated in roughly INTERKULTUR events so far.

Günter Titsch,

President of INTERKULTUR and the World Choir Games



Where people sing ...

A simple vision and yet a powerful idea: What Günter Titsch plans is no less than a worldwide connection of people from all cultures on the wings of music – bringing together choirs and singers of all ages, colour or ideology in peaceful competition. And indeed, the "World Choir Games", a kind of Olympic Games of choir singing, have already united thousands of people from more than 100 countries.

It all began with the INTERKULTUR organization that Titsch founded in 1990. His profession as a business and IT consultant had brought him into contact with people in many European countries. Günter Titsch, born in 1946, a passionate choir singer and a resident of the German municipality with the highest concentration of choirs (Pohlheim near Gießen), discovered the vocation of his life during the eighties: choir singing creates peace through enthusiasm! Give choir singers a fascinating competition on an international stage and their music will turn into a bond between nations which overcomes all borders!

Right from the start, Titsch was convinced that his idea would be a success. A first international choir competition in Budapest in 1988 proved a promising start. Titsch steadfastly developed his idea and turned his choir competitions into one of the biggest and most successful cultural event series in Europe. In the new millennium, he set new standards with his idea of a Choir Olympics based on the ancient Greek model: the World Choir Games began to make their way around the world. So far, the Games' venues were in Austria, Korea, Germany, China. 2012 marked a new highlight when the World Choir Games were held in Cincinnati (USA). In July 2013 a continental version of the Games premiered in Europe: The 1st European Choir Games and the "Songs of Spirit Festival" took place in Graz (Austria). In July 2015 the 2nd European Choir Games will follow in Magdeburg, Germany.

With a combination of talent and passion, Günter Titsch has made INTERKULTUR the top address for international choral music in just two decades. The competitions and festivals are international benchmarks for artistic standards and professional organization.

But solely organizing is not enough. Titsch, amongst others member of the curatorship of the German Sports Aid (Deutsche Sporthilfe), cultivates a global personal network of cultural contacts. That he is serious about connecting people from all cultures is proven by the numerous distinctions he received from a range of countries (among them the European cultural award "KulturPreis Europa") and especially his honorary citizenship of the city of Xiamen, China. The latter is very prestigious in China. Günter Titsch is one of the first Europeans who were awarded such a distinction by the city of Xiamen. In 2012 he was honored with the Order of Merit of the Federal Republic of Germany by the German President. The Order of Merit of the Federal Republic of Germany (Verdienstorden der Bundesrepublik Deutschland) is the only federal decoration of Germany.

Greetings by Barack Obama,
President of the United States of America on the occasion of the Opening Ceremony
of the 7th World Choir Games 2012 in Cincinnati, USA



THE WHITE HOUSE
WASHINGTON

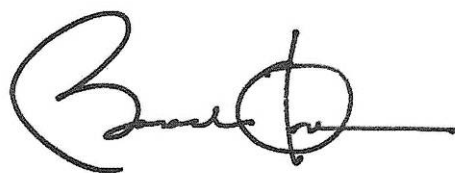
June 26, 2012

I send greetings to all those attending the 2012 World Choir Games.

A timeless art, music brightens our lives, stirs our souls, and reflects both the long-standing and evolving truths of our identity. It offers insights into who we are, challenges us to question our assumptions about the world, and inspires us to reach for new horizons.

Events like the World Choir Games remind us of choral music's power to transcend languages, cultures, and borders to reveal our shared humanity. These competitions provide performers a platform to share their talents and give audiences an opportunity to hear the harmonies of voices from across the globe.

I hope each choral team reflects with pride on the dedication and training required to reach this point, and I wish everyone in attendance all the best for an enjoyable event.

A handwritten signature of Barack Obama in black ink.

Greetings by Xi Jinping, President of the People's Republic of China since 2013 and General Secretary of the Communist Party of China on the occasion of the 6th World Choir Games in Shaoxing, China.



中共中央政治局常委、中央书记处书记、国家副主席习近平为比赛致贺信。习近平在贺信中代表中国政府和人民向本届比赛表示祝贺，向世界各国选手表示欢迎。贺信中说，世界合唱比赛作为当今世界规模最大的合唱活动，已成为国际文化交流的艺术盛会。相信时隔4年之后再次在中国举办的这一盛会，将让人们更好分享合唱和谐共鸣的欢乐，也必将进一步促进世界各国人民加强交流、增进友谊、和谐共处。祝愿来自五大洲的**2万多名**选手，用美妙的歌声、动人的旋律，**歌唱世界的和平、发展、合作**，歌颂人类的团结、友谊、祥和，为推进世界合唱艺术的发展，为推动建设**持久和平、共同繁荣的和谐世界**作出积极贡献。

I sent my warmest congratulations to the 6th World Choir Games and welcome the international choirs on behalf of the government of the PRC and the people of our country. I believe after a lapse of four years the event was held in China, it will again allow people to share the joy of choral harmony and further help the people of the world to strengthen exchanges, enhance friendship and live in harmony. I send my best wishes to more than 20,000 participants from five continents that will sing for world peace and friendship to improve the development of choral art and make contribution to the harmony and prosperity in the world.

Greetings by the former Federal President of Germany, Walter Scheel on the occasion of the 7th World Choir Games 2012 in Cincinnati, USA

Walter Scheel

Germany

Former President of the Federal Republic of Germany and Honorary President of the
7th World Choir Games 2012 in Cincinnati, USA



Walter Scheel

Dear participants and visitors of the 7th World Choir Games 2012 in Cincinnati,

To all of you in Cincinnati, I would like to send my kind regards across the Atlantic from here in Germany.

It was exactly 60 years ago that I visited the United States for the first time. My task as a young member of a Regional Parliament was to organize and head the body's first delegation to America. And I have maintained this connection to America to the present day, so that I know well what a fabulous time awaits you all. Enjoy it!

When I found out where you are all travelling and where the competitions are being held this year, two memories came to mind: first of all, part of my family emigrated to America from the Westerwald in Germany. On the subject of migrations out of Germany and Europe, the German author Gustav Freytag, who also dealt with music in his great work *Debit and Credit*, said: "After emigrants have lost everything – their affection for their fatherland, even their fluency in their mother tongue – the melodies of their home country live among them longer than anything else." That is why I am so pleased when I hear choirs singing songs from their homeland.

A second memory takes me to Lake Erie, which is not so far from Cincinnati, and to another German author. I am thinking of Theodor Fontane and his ballad "John Maynard". As a child, I had to memorize the verses of the poem and I can still recite several passages today. The opening is well known.

"John Maynard, our captain, steered us o'er,
Holding on till he reached the other shore.
He is our saviour. He wears the crown.
He died for us; our love's his renown.
John Maynard."

What I like about Fontane's ballad is the situation. The captain is there for the community and holds on until all the ship's passengers are safe. Being there for each other is surely of great significance to you within your choirs.

I hope you have enjoyed reading these ideas and wish you all the best. I promise you that you will never forget the coming days!

Greetings by Nils Ušakovs, Chairman of Riga City Council
on the occasion of the 7th World Choir Games 2012 in Cincinnati, USA

Nils Ušakovs



We are very pleased and proud that Riga has been chosen to host the World Choir Games in the year 2014, when it will be the European Capital of Culture. Riga is an important centre of the Baltic region with a rich history, a variety of events, ancient cultural traditions and beautiful architecture. At the same time, it is a city which is able to continuously change and evolve. It is home to a multicultural and open society which is very fond of music.

Choral music has a special place in Latvian cultural life. Several Latvian choirs have achieved excellent results in the World Choir Games. Latvia is proud of All Latvian Song and Dance celebrations, which has been held since the year 1873 and brings together more than 35 thousand participants from all the regions of Latvia, as well as visitors from other countries.

As a cultural metropolis, Riga boasts many internationally renowned events and a vibrant cultural life, where an admirer of any genre can find a variety of offers to suit his taste. That is why the capital of Latvia is a popular tourist destination – since there are a lot of things to see. And I promise that the year 2014 will be memorable for everyone who visits Riga.

Welcome to our city! See you in Riga!
Nils Ušakovs, Chairman of the Riga City Council

A handwritten signature in blue ink, which appears to read "Nils Ušakovs".

Greetings by Wu Hongbo, Under-Secretary-General in the United Nations
Department of Economic and Social Affairs since 2012 and former Ambassador
Extraordinary and Plenipotentiary of the People's Republic of China in Germany

Wu Hongbo

China

Ambassador Extraordinary and Plenipotentiary of the
People's Republic of China in Germany



I am very pleased to know that the 7th World Choir Games will take place in Cincinnati, USA in July this year. Please accept my warmest congratulation. Music, as shared and enjoyed by all the peoples, is a wonderful instrument bridging different nations and cultures. I wish the 7th World Choir Games a great success!

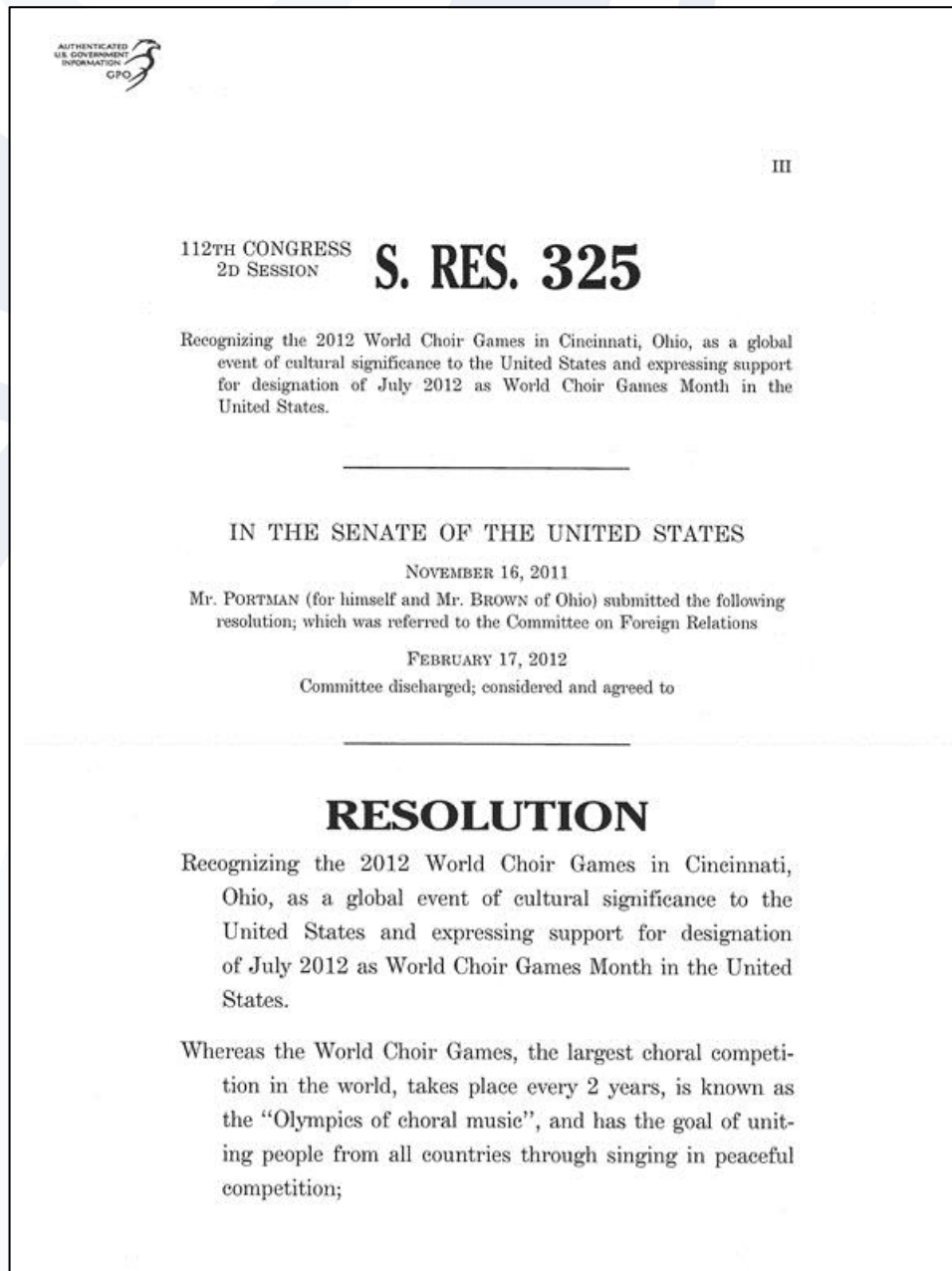
Sincerely,
Wu Hongbo

A handwritten signature in blue ink, which appears to be "Wu Hongbo" in Chinese characters.

Confirmed by U.S. Senate

As confirmed in a resolution of the Senate already nine months before the Opening event of the World Choir Games 2012 the great importance for the Region from Cincinnati was assigned.

excerpt:



Greetings by Werner & Sabine Geissler,
on the occasion of the 7th World Choir Games 2012 in Cincinnati, USA

Werner & Sabine Geissler

USA

Werner Geissler, Vice Chairman, Global Operations, P&G,
Sabine Geissler, Global co-chairs, 2012 World Choir Games



Werner Geissler
Sabine Geissler



Dear 2012 World Choir Games Participants and Guests:

Welcome to Cincinnati, USA! As global co-chairs for the 2012 World Choir Games, we are thrilled that you are here, and we look forward to sharing the many great qualities of our region over the next two weeks. Greater Cincinnati is not only our home, but is also the global headquarters of the Procter & Gamble Co., the presenting sponsor of this year's Games.

P&G is inspired by its purpose to improve the lives of consumers around the world. At P&G, we might not make choir robes or musical instruments, but we do make high-quality products that improve the lives of singers. Our Vick's products help when voices get hoarse; Pantene, Olay and Cover Girl help female singers look their best, as does Gillette with a smooth shave for men. Crest provides a perfect smile, while Tide and Ariel keep choir uniforms looking great. And Duracell batteries power loudspeakers and cameras for better sound and pictures.

P&G is present in more than 180 countries worldwide. We are proud to count many of you, who come from more than 60 different countries, among our consumers. P&G is also the Proud Sponsor of Moms around the world. During the 2012 World Choir Games, we will thank Moms (and, of course, Dads) of singers.

For those of you participating in the Games, this event represents the culmination of much hard work. We look forward to listening to you. Your art and talent improve lives and bring communities together. As we say in Germany: "Stay where people sing, because bad people don't know any songs."

We also want to thank the many sponsors of the Games for their generosity, and we appreciate the efforts of the countless volunteers working tirelessly to make these World Choir Games happen. Without this amazing engagement, the Games would not be possible. Over the next two weeks, we aim to deliver a memorable, personal experience that will have a lasting effect on our community. May you get as much enjoyment out of the Games as we will. Thank you for your participation in this once-in-a-lifetime event.

Sincerely,
Werner Geissler and Sabine Geissler

The World Choir Games and INTERKULTUR events

Imagine thousands of choir members from all across the globe, dressing in traditional attire and parading through the streets of Riga. That is exactly how the 8th World Choir Games will get under way on July 9, 2014, when the largest international choral competition in the world comes to Latvia for the first time.

The Olympics of choral music will bring 20,000 participants and tens of thousands of visitors from more than 70 countries to Riga, Latvia from July 9-19, 2014 – the largest and most significant international choral event. World Choir Games is the signature event of INTERKULTUR. Inspired by the Olympic ideal, the goal of the World Choir Games is to unite people from all nations through singing in peaceful competition.

There is The Open Competition for all choirs and a The Champions Competition for those who qualify. Choirs compete for Golden, Silver and Bronze Medals. The title of “Champions of the World Choir Games” is bestowed upon the top performers in each category of The Champions Competition. The World Choir Games usually have up to 29 different musical categories including Folklore, Jazz, Pop, Gospel and Spiritual. Judging is done by an impartial international jury.

The World Choir Games have powerful and charming opening and closing ceremonies, awards ceremonies and hundreds of public performances, including “Friendship concerts,” free choral performances on city streets, public squares, attraction venues and parks. A worldwide spotlight will be on Riga again for this exhilarating and memorable event.

INTERKULTUR, founded by Günter Titsch, produces numerous choral competitions and festivals from choral to folk dancing. More than 7.000 choirs comprised of over 300.000 singers and musicians, have taken part in various events organized by INTERKULTUR.

Countries where international competitions and festivals have been or will be held include: Austria, China, Czech Republic, Germany, Greece Hungary, Indonesia, Israel, Italy, Malaysia, Republic of Korea, Republic of Malta, Serbia, Spain, Sweden, the United States and Vietnam.

In 2014 the European Capital of Culture in 2014 – Riga – will be the next host city for the World Choir Games!

MUSICA MUNDI Quality Seal

Since more than 20 years MUSICA MUNDI® is the exclusive quality seal for all INTERKULTUR events worldwide.

Since the first competition that INTERKULTUR organized 1988 in Budapest the evaluation system, on which all events are based on, has been improved continuously. All INTERKULTUR events have this quality seal in common. It guarantees comparability among all events and has set standards in the world of choir music.

Criteria for the MUSICA MUNDI® quality seal:

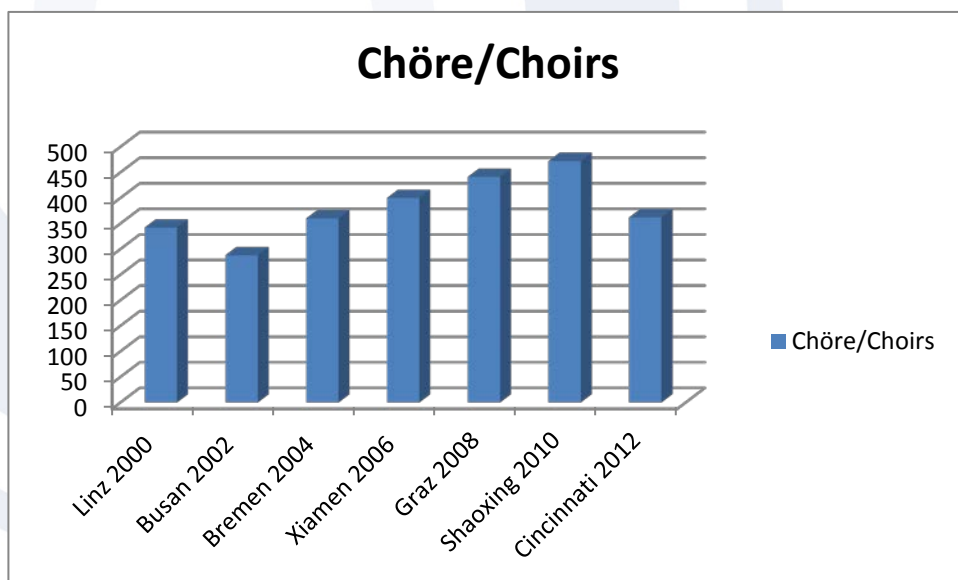
- International character of Events
- Numerous possibilities for participants to meet
- Competition categories for all kinds of choirs
- Different levels of difficulty
- Evaluation according to a well-proved and point based system
- Evaluation by a internationally renowned and competent jury
- Artistic guidance and accompaniment by competent INTERKULTUR experts ranging from the application up to the award ceremony
- Consultation rounds before the competition
- Rehearsals with jurors with international experience
- Evaluation discussions for conductors
- Lectures and Workshops



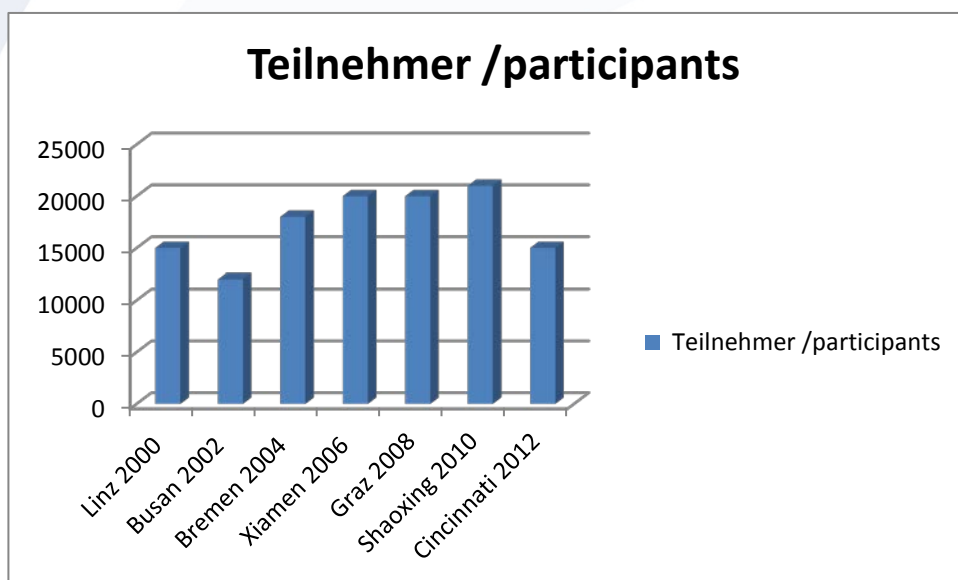
The World Choir Games in facts and figures

(From the statistics of participants 2000 – 2012)

Numbers of choirs



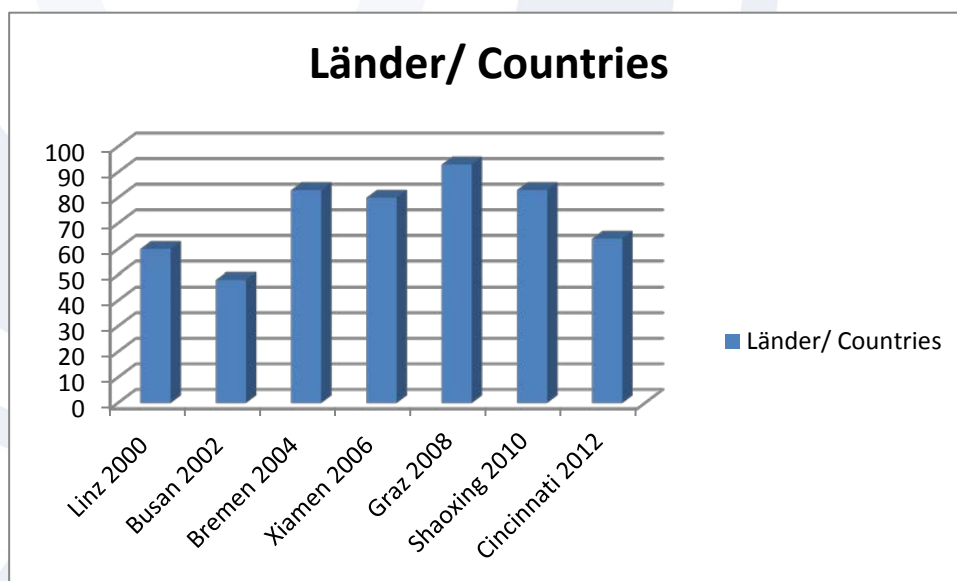
Numbers of singers



The World Choir Games in facts and figures

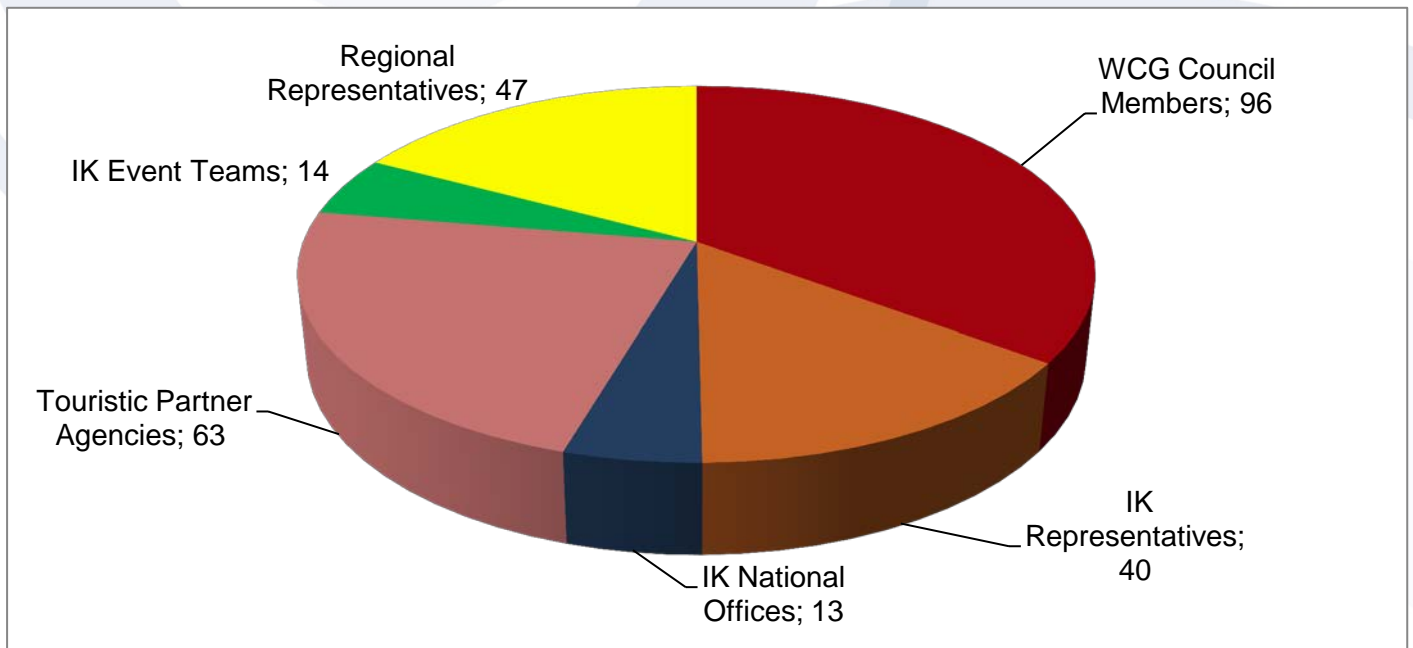
(From the statistics of participants 2000 – 2012)

Numbers of participating countries



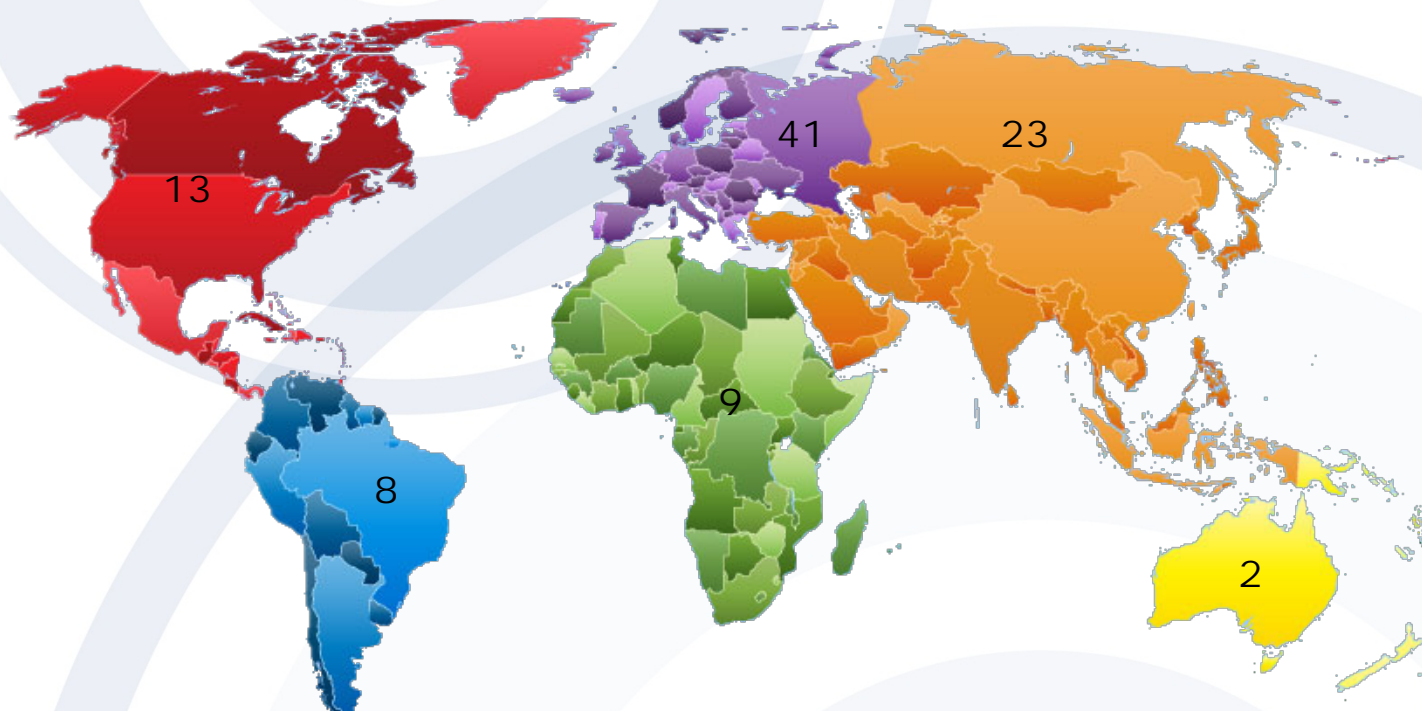
INTERKULTUR is everywhere!

INTERKULTUR has representatives in more than 100 countries around the globe



INTERKULTUR is everywhere!

The World Choir Council, 96 choral experts from more than 80 countries



INTERKULTUR media

Reach up to 6/2013

INTERKULTUR Website

www.interkultur.com – more than **2.200.000** page views

INTERKULTUR Blog

blog.interkultur.com – more than **25.000** active readers

Direct Marketing

mailings, newsletter... – more than **25.000** permanent direct contacts

Online Advertising

google adwords... – more than **45.000.000** reach



INTERKULTUR media

Reach up to 6/2013

Social Media Channels

Facebook, Google+, twitter, YouTube

– more than **100.000** fans and followers

Videos on different web channels and ChoirTV.com

– more than **800.000** views

ChoirTV.com

INTERKULTUR launched this international video community for choirs in June 2012.

– roughly **800.000** page views per year

INTERKULTUR build up ties to more than **7.000 choirs** with over **300.000 singers** from **100 nations** – all of them are using our social media services daily wherever they are.

Facebook



YouTube
YouTube



ChoirTV.com



Google+



Flickr



twitter

INTERKULTUR news media

TV

INTERKULTUR has direct contacts to TV – stations in more than 20 countries.

The 7th World Choir Games reached out to more than **200 U.S. cities and 50 countries** in the world. This includes USA, South America, Australia, New Zealand, South Africa, France, Philippines, Indonesia, Vietnam, Malaysia, The Netherlands, Germany, Italy, China and more.

As an example: SETV China (in July 2011) reporting about the upcoming World Choir Games 2012 in Cincinnati

– 13 % out of 1, 4 billion viewers

The 2012 World Choir Games intentional media reach until July 2012 (including USA) was 1.4 billion global impressions with a publicity value of \$32 million.

Print Media

INTERKULTUR reaches out to journalists in more than 50 countries. Information on each INTERKULTUR event in various print media is guaranteed. Each item in all accessible magazines is supposed to reach more than **3.000.000** readers.

International Sponsors

These companies and organizations are working together with INTERKULTUR and take advantage of current or past events for their business communications.

Official Presenting Sponsor 2012 World Choir Games:



In alphabetical order:

- Air China, Shaoxing
- Anzeigen & Marketing Kleine Zeitung GmbH & Co KG, Graz
- Autohaus Wernigerode GmbH, Wernigerode
- AVL List GmbH, Graz
- BAREFOOT PROXIMITY/BBDO, Cincinnati
- Chrysler Management Austria GesmbH, Vienna
- Cincinnati Magazin
- Cincinnati USA Convention & Visitors Bureau, Cincinnati
- Cincinnati/Northern Kentucky International Airport, Cincinnati
- Cincinnati Pops Orchestra, Cincinnati
- Cincinnati USA Regional Chamber, Cincinnati
- CINTAS, Cincinnati
- Citypark GmbH & Co KG, Graz
- CUMULUS MEDIA, Cincinnati
- Delta Air Lines, Cincinnati
- Duke Energy Corporation, Cincinnati
- Energie Graz GmbH & Co KG, Graz
- Enquirer Media, Cincinnati
- First Financial Bank, Cincinnati
- Gebäude und Wohnungsbaugesellschaft Wernigerode mbH, Wernigerode
- Grazer Stadtwerke AG, Graz
- Grazer Wechselseitige Versicherung AG, Graz
- Harzdruckerei GmbH, Wernigerode
- Harzer Verkehrsbetriebe, Wernigerode
- Harzsparkasse, Wernigerode
- Hasseröder Ferienpark, Wernigerode
- HEX, Wernigerode
- Huntington Bank, Cincinnati
- Land Sachsen-Anhalt, Wernigerode

- Lions Club "Anna Stolberg", Wernigerode
- Lotto-Toto Sachsen-Anhalt GmbH, Wernigerode
- Magna International Europe AG, Graz
- Mercedes Benz Wernigerode
- Midea Group, Shaoxing
- MURPARK Entwicklungs- und BetriebsgesmbH, Graz
- ORF-Österreichischer Rundfunk, Vienna
- P&G Procter & Gamble, Cincinnati
- Porter Wright Morris & Arthur LLP, Cincinnati
- Raiffeisen-Landesbank Steiermark AG, Graz
- Schenker & CO AG – Graz
- Schlemmercafe Sachsen-Anhalt GmbH
- Stadtwerke Wernigerode GmbH, Wernigerode
- STRTIE Straßen- und Tiefbaugesellschaft mbH, Wernigerode
- The Kroger CO., Cincinnati
- UC Health, Cincinnati
- U.S. Bancorp, Cincinnati
- U&W Umwelttechnik & Wasserbau GmbH, Blankenburg
- Vehr Communication, Cincinnati
- Vereinte Volksbank e.G., Wernigerode
- Volksstimme, Wernigerode
- WCPO, Cincinnati
- Wernigerode Tourismus GmbH, Wernigerode
- Western & Southern Financial Group, Cincinnati

Singing together brings nations together

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