

**Procter & Gamble Encourages Community Engagement at 2016 Cincinnati Music Festival and Other Marquee Events That Foster Diversity and Inclusion in the Queen City**  
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*Cincinnati Music Festival, NAACP Convention, My Black is Beautiful and Empower Me Expo Promote Community and Culture Connections*

For the second consecutive year, The Procter & Gamble Company (NYSE:PG) is the proud presenting sponsor of the Cincinnati Music Festival (CMF), encouraging the Midwest to *Share the Rhythm* by remixing, recharging and reinvigorating its relationship with the African American community, from July 21<sup>st</sup> to 23<sup>rd</sup>.

"As an employer, neighbor and responsible corporate citizen, it is important that we create strong connections throughout our community and present empowering content that inspires people to live better everyday," said William P. Gipson, Chief Diversity Officer, P&G. "Importantly, these events also foster engagement across cultures which further strengthens the fabric of our community, leads to greater inclusion and makes the Greater Cincinnati a place people want to be."

On July 13, P&G celebrated the 10<sup>th</sup> Anniversary of its My Black is Beautiful (MBIB) program designed to inspire and empower African American girls and women with programming featuring actress and director Regina King, author and film producer Devon Franklin, acclaimed journalist Soledad O'Brien and image activist, Michaela Angela Davis. Since its launch, My Black is Beautiful has reached more than three million women and girls, inspiring them to embrace their unique beauty inside and out.

In addition to the Cincinnati Music Festival, in July, P&G is also a leading sponsor of the NAACP National Convention July 16<sup>th</sup> – 18<sup>th</sup> and Empower ME Expo July 23<sup>rd</sup>, cementing its commitment to efforts that bolster the local economy and drive inclusion throughout the region.

Something for Everyone

Procter & Gamble brands Always, Bounty, COVERGIRL, Crest, My Black is Beautiful, Olay, Pantene, Secret and Tide will connect with and invite consumers to *Share the Rhythm* at the Cincinnati Music Festival via:

- Patio Spa featuring complimentary hair & makeup touch-up stations, product demonstrations, MBIB giveaways and more provided by COVERGIRL, MBIB, Olay and Pantene. The spa will also celebrate 10 years of My Black is Beautiful, the platform that celebrates beauty standards that are inclusive and reflective of the indomitable spirit of Black women
- Pre-show performances on the Tide Plaza Stage featuring local artists and musicians as well as dancers from Cincinnati troupe, Elementz
- Secret and Always Refresh Station
- Bounty Concession Takeovers
- Charmin Restroom Takeovers
- Crest Smile Patrol will be roaming the grounds, giving compliments and snapping pictures

A Heritage of Inclusion

Procter & Gamble believes diversity is essential and inclusion is a game-changer, which is why the company upholds the certainty that all people should be valued, both inside and outside the company. Support of CMF, NAACP Convention and Empower ME Expo bear out this commitment while enabling the company to reach a powerful consumer segment: people of African Ancestry.

According to Nielsen, Black-buying power is expected to reach \$1.2 trillion this year. The popular buying categories include personal health and beauty products, fragrances, food and beverage, as well as, family planning, household care and cleaning products.

## Community Connections Run Deep

Procter & Gamble invests in the communities where it lives, works and serves. The company partners with local business and cultural entities such as the Santangelo Group, CMF retail partner The Kroger Family of Stores, 3CDC, Agar and Radio One to bring events like CMF to Cincinnati. In doing so, P&G fosters connections that drive awareness, participation and excitement.

The Cincinnati Music Festival Presented by P&G will take place July 21 – 23, 2016, and will feature performers such as New Edition, Doug E Fresh, Charlie Wilson, Fantasia, Kenny “Babyface” Edmonds, Maze Featuring Frankie Beverly, Talib Kweli, Ledisi and more. To purchase tickets, visit <http://www.ticketmaster.com>. For more information about the Cincinnati Music Festival Presented by P&G, please visit <http://www.cincymusicfestival.com>.

Show your support at these events by tagging #sharetherhythm.

### **About Procter & Gamble**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands

### **About 3CDC**

*3CDC is a private, non-profit, real estate development and finance organization focused on revitalizing Cincinnati's urban core in partnership with the City of Cincinnati and the Cincinnati corporate community. 3CDC's work is specifically focused on the Central Business District and in the Over-the-Rhine neighborhood. 3CDC also manages The Cincinnati Equity Fund (CEF) and the Cincinnati New Markets Fund (CNMF). These investment funds play an important role by providing needed financial capital to 3CDC's development projects. For more information, visit [www.3cdc.org](http://www.3cdc.org).*

### **About AGAR**

AGAR is a CULTURAL ACTIVATION AGENCY that leverages human experiences, event production, digital platforms, music, art and content design to strategically grow a brand's culture. AGAR is on the pulse of popular culture, creating immersive human experiences. Through our multiple interactive and engaging touchpoints, we unite brands with their audience and audiences with their brand.

### **About Kroger**

Kroger, one of the world's largest retailers, employs nearly 400,000 associates who serve customers in 2,626 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banner names including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. The company also operates 780 convenience stores, 327 fine jewelry stores, 1,342 supermarket fuel centers and 37 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and community organizations. Kroger contributes food and funds equal to 200 million meals a year through more than 100 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the Billion Dollar Roundtable and the U.S. Hispanic Chamber's Million Dollar Club.

### **About The Santangelo Group**

The Santangelo Group, led by Owner Joe Santangelo, has promoted or co-promoted the Cincinnati Music Festival at Paul Brown Stadium since 2005. Prior to that, they promoted the Festival as the Macy's Music Festival, the Coors Light Music Festival, the Kool Jazz Festival and the Ohio Valley Music Festival stretching back to 1962. In addition to the Cincinnati Music Festival, The Santangelo Group promotes the Hampton Jazz Festival in

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