



MEDIA RELEASE

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Vehr Communications Applauds Overwhelming Passage of Union Terminal Levy

CINCINNATI (OH) – November 10, 2009: On Tuesday, November 3, 2009, Issue 6, the Union Terminal renewal levy, was passed by Hamilton County voters with 67 percent of the vote. The overwhelming passage rate was due to Hamilton County voter's historic emotional tie to Union Terminal, Cincinnati Museum Center's creative programming and broad community reach and a well-organized and disciplined team effort for the 2009 campaign.

Vehr Communications was proud to serve as the communications firm supporting the Issue 6 campaign. Its staff were involved in all aspects of campaign strategic planning and execution. Under the guidance of Vehr Communications, the campaign delivered more than 4,100 yard signs, 60,000 pieces of literature and 120,000 mail items. When the polls closed on Election Day, 157,541 (67%) voters approved Issue 6 for Union Terminal.

According to Nick Vehr, president of Vehr Communications, "We were honored to support the Cincinnati Museum Center 2009 ballot issue. They have an outstanding team of leaders and staff, fully supported by an engaged Board, working to preserve and protect their most treasured landmark."

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