



**The Flavor  
of Cincinnati™**

## **NEWS RELEASE**

**FOR RELEASE:** Immediate

**CONTACT:** Charlie Howard, Director of Marketing  
513-624-4408 or 513-335-4679 (cell)

### **Gold Star Chili Working To Have Cincinnati Officially Recognized As *Chilitown USA***

With More Than 200 Chili Parlors, Cincinnati is the Nation's Chili Capital

**Cincinnati, Ohio** -- Gold Star Chili, a 95-store restaurant chain specializing producing and serving the unique regional specialty, Cincinnati-style chili, is campaigning to have Cincinnati, Ohio officially recognized as ***Chilitown USA***.

"Cincinnati-style chili is our hometown dish and has a growing national awareness," says Gold Star Chili Marketing Director, Charlie Howard. "There are passionate, emotional debates as to the merits of each person's favorite brand, but one thing that we can all agree on is that eating and celebrating Cincinnati-style chili is one of the defining characteristics and traditions of living here."

This initiative is using a variety of traditional advertising and public relations tactics, combined with the new capabilities of social media to launch and sustain this initiative.

Traditional advertising efforts feature "***Welcome To Chilitown USA***" billboards and signage at gateway locations throughout the city, including: The arrival terminal at Cincinnati Northern Kentucky International Airport, inside and outside of the Cincinnati Bengals Paul Brown stadium and on the I-75 bridge entering downtown Cincinnati from Northern Kentucky. Gold Star is also using the term, ***Chilitown USA***, in its newest television commercials.

The centerpiece of traditional public relations methods has been a well-publicized petition drive to collect 50,000 signatures that kicked off on February 28, 2010, National Chili Day. Once gathered, Gold Star plans a rally at Cincinnati City Hall to present the petition signatures to the mayor and city council. Petitions are available for signature at any Gold Star Chili restaurant, at a variety of community events throughout the spring and summer months and on line at [www.ChilitownUSA.com](http://www.ChilitownUSA.com), a special website developed for this initiative.

In addition to the ***Chilitown USA*** website, other digital tactics have included regular *Facebook* and *Twitter* postings and the creation of a "non-denominational" **Help Us Name Cincinnati Chilitown USA Facebook** fan page targeted to all Cincinnati chili lovers, whatever their individual brand preference. The page, with no promotion other than viral, found more than 5000 fans in its first three weeks of existence. A blog, ***Cincinnati Chili Chat***, extolling the virtues and idiosyncrasies of Cincinnati-style chili is also part of the digital toolkit for this initiative.

To date, Gold Star has collected nearly 10,000 petition signatures and believes that the 50,000-signature goal will be achieved by the end of the summer. “And by the end of that time,” says Howard, “there will be exponential awareness for Cincinnati’s unique embrace of its signature cheese coney and 3-way (spaghetti, chili and mounds of shredded cheddar cheese). To state it “Cincinnati-style,” to have Cincinnati recognized as **Chilitown USA** is a 3-way win; for the category of Cincinnati chili, for all of the local chili brands and for the city.”

#### **ABOUT GOLD STAR CHILI**

Greater Cincinnati is Chilitown USA® and Gold Star Chili is The Flavor of Cincinnati®. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana.

# # #



Visit [goldstarchili.com](http://goldstarchili.com)



Search **Gold Star Chili**



Follow [twitter.com/ChilitownUSA](https://twitter.com/ChilitownUSA)