

# MPMF.09

MIDPOINT MUSIC FEST CINCINNATI SEPTEMBER 24-26

## For Immediate Release

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## Scion Streetcars return to MidPoint Music Festival

CINCINNATI, Ohio (September 2, 2009) – Scion, the youth brand of Toyota, will again keep thousands of feet moving to the music and riding in style rather than pounding the pavement walking the length of Cincinnati's expanding MidPoint Music Festival, September 24-26, 2009.

By offering free "Streetcar Service" all three nights to wrist-banded attendees, Scion will cut the commute times of MidPoint music lovers allowing them more time to enjoy the tunes of some 270 bands showcased on 23 different stages.

Serving as the "official ride," a fleet of Scion xB's will continuously shuttle festivalgoers on a route based on Cincinnati's proposed streetcar line, making stops at 8 designated locations.

The route runs 10 blocks north and south along Main and Walnut Streets, respectively, between Fifth and Liberty Streets. The rides are free for everyone with a MidPoint wristband and runs from 8 p.m.–12 a.m. on Thursday and 9 p.m.–1 a.m. Friday and Saturday of the festival.

"MidPoint continues to see growth potential in Over-the-Rhine and Downtown," said Dan McCabe, executive producer. "We fully support the streetcar movement and continue to program showcases around the route. It's so convenient for our fans to have Scions running that route and streetcars will add immense value to Cincinnati's entertainment business in the future."

Last year's activation of this concept was embraced by local and national media as well as MidPoint attendees and performers. More than 2,500 people took advantage of the omnipresent Scions.

The proposed streetcar movement was advanced by all four local television newscasts, which logged over 105 story counts during the week of MPMF2008 (source: Media Library Inc.). Both Business Week and Motor Trend Magazine had stories dedicated to the Scion Streetcars at MPMF2008.

Local music message boards and blogs were filled with comments praising the convenience of the streetcar service:

"The Scions Rocked!" – WOXY.com message board

"The Scion Streetcars were about the coolest idea yet...so easy to get from uptown to downtown" – CincyMusic.com

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