

NEWS RELEASE

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For Immediate Release

Mayor Spring Asks Residents to “Cheer” for Quincy in Online Contest

Reader’s Digest is expanding its “We Hear You America” campaign in response to the overwhelming participation of towns and cities across America. A new round of cheering began March 8, 2011 and runs through May 16, 2011. Mayor Spring encourages Quincy residents to visit www.readersdigest.com to “cheer” for Quincy for a chance to win up to \$40,000 and promotional support.

The top ten winning towns in the second phase of the contest will receive funds ranging from \$10,000 to the Grand Prize of \$40,000, plus promotional support through coverage in Reader’s Digest outlets that include the 30 million-readership strong, flagship magazine, www.rd.com (with more than two million unique visitors each month), Reader’s Digest Special Interest Publications, and the Reader’s Digest iPad app.

Beginning today, Quincy residents are encouraged to log on to www.rd.com and “cheer” for Quincy. It only takes a minute and you can cheer up to 10 times per day. The complete rules and instructions are available via www.rd.com/wehearyouamerica. The ten cities with the most votes will win the most money and promotional support. Any size town has a shot if enough residents participate because in addition to the Grand Prize, winners will be selected based on population. Jacksonville, IL received \$10,000 in round one of the contest.

“I believe Quincy is a great place to live and I know you do too,” said Mayor Spring. “Now is our chance to make it better.” There is a place on the website to comment on what you would do with the money to improve things, upload a photo, or tell viewers what you think is best about Quincy.

“Please help me spread the word to family and friends about this opportunity, visit the site often, cheer and see where we rank,” said Mayor Spring. “The more we vote together, the better our chances of winning together!”

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