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RoadmapCincy Helps Commuters Navigate Construction During the Holidays and Beyond Follow @RoadmapCincy on Twitter

CINCINNATI – With big crowds coming downtown for the Holidays, visitors and commuters are urged to take advantage of RoadmapCincy, an integrated communications service to help commuters better navigate construction taking place in Downtown, Over-the-Rhine and along the riverfront at The Banks.

Branded as RoadmapCincy, the service is social media and web focused. RoadmapCincy's mobile-friendly website includes a map and suggested detour routes, as well as news about the projects fueling Downtown's construction boom. Follow @RoadmapCincy on Twitter and like it on Facebook for updates throughout your work day. Access RoadmapCincy on your cell phone, mobile device or desktop computer at www.RoadmapCincy.com.

"This construction is a great sign of growth for our city," said Harry Black, City Manager. "It represents investment and progress. But cones and cranes can create frustration for motorists and pedestrians. We want to help visitors, commuters and residents better navigate construction zones and better understand the impact of these projects."

As part of a partnership with the City, Downtown Cincinnati Inc.'s 30-plus ambassadors will be distributing RoadmapCincy fliers to downtown residents, businesses and commuters to raise awareness about the campaign.

"We are happy to partner with the City on this important initiative," said David Ginsburg, President and CEO of Downtown Cincinnati Inc. "We are witnessing an exciting rebirth throughout downtown with numerous development projects underway from General Electric's global operations center at The Banks, boutique hotels and apartments in the Central Business District, the Cincinnati Streetcar and restaurants in Over-the-Rhine to Hollywood movie shoots. RoadmapCincy provides the kind of information residents, visitors and commuters need to understand the impact and navigate the roads."

The map on RoadmapCincy's website's highlights construction activity and related restrictions or closures for streets and sidewalks in Downtown, Over-the-Rhine and The Banks. A Twitter feed dubbed "Street Tweets" appears to the right of the map to show regular updates on construction-related detours throughout the day.

The tagline for RoadmapCincy says it all: *Get There. Here's How.*

This Holiday Season, before leaving your home or office, check @RoadmapCincy on Twitter and Facebook for updates and late-breaking notifications:

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 www.roadmapcincy.com

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