

New \$4 Million TV Campaign to Attract Visitors to All Parts of Ohio

Commercial will reach 40 million people and stimulate economic activity

COLUMBUS, Ohio (April 19, 2022) — Ohio Governor Mike DeWine today unveiled a new television ad campaign designed to promote Ohio locations and attractions as destinations for travelers to find new adventures and make new memories this spring and summer.

Ohio. Find It Here., the state's tourism brand, will launch the \$4 million ad campaign aimed at residents in Ohio, Indiana, Michigan, Kentucky, Pennsylvania, and West Virginia next week. The heartfelt [2022 ad](#) features a grandmother and her college-age granddaughter experiencing big moments together including riding roller coasters in Cincinnati, eating ice cream in Zanesville, and enjoying time on the shores of Lake Erie as they travel through Ohio on a spur-of-the-moment weekend road trip.

Ohio. Find It Here. will begin airing the [30-second and 60-second](#) commercials April 25 on broadcast and connected television as well as on streaming services in Ohio and surrounding states. The commercials, which will run through the end of August, will reach an audience of nearly 40 million people in 28 markets. The television advertising buy is part of an overall \$8 million marketing campaign that is the largest ever for *Ohio. Find It Here.* and includes television, digital, radio, and social media ads.

"Ohio's tourism industry generates billions of dollars, employs hundreds of thousands of people, and supports local businesses in both urban and rural areas," said Gov. Mike DeWine. "This new ad campaign captures the joy and excitement that everyone can find in Ohio, and it is sure to bring new tourists to our state."

28 Media Markets:

All of Ohio:

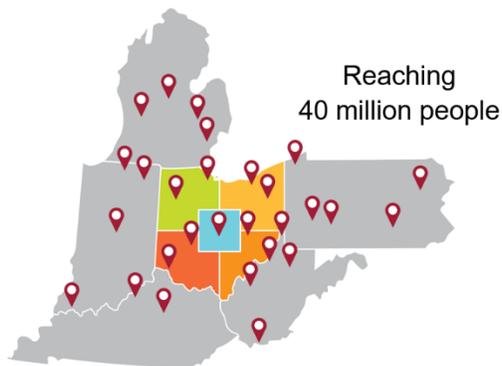
Cincinnati
Cleveland
Columbus
Dayton
Lima
Toledo
Youngstown
Zanesville

Indiana:

Evansville
Ft. Wayne
Indianapolis
South Bend

Kentucky:

Lexington
Louisville



Michigan:

Detroit
Flint
Grand Rapids
Lansing

Pennsylvania:

Erie
Harrisburg
Johnstown
Pittsburgh
Wilkes-Barre

West Virginia:

Bluefield
Charleston/Huntington
Clarksburg
Parkersburg
Wheeling

Ohio locations and attractions featured in the ad include:

- Ohio University, Athens
- Edgewater Park and Playhouse Square, Cleveland
- John Bryan State Park, Yellow Springs
- Kings Island, Mason
- Over-the-Rhine, Cincinnati
- Tom's Ice Cream Bowl, Zanesville

- Toledo Museum of Art, Toledo
- Scioto Mile, Columbus

Every aspect of the commercial is made in Ohio. Columbus-based Ron Foth Advertising created, recorded, and edited the video, which features Ohio actors who are wearing clothes from Ohio companies. The Jeep driven on the road trip is built in Toledo, and Ohio folk trio Caamp performed the music.

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About TourismOhio

Operating within the state of Ohio's Department of Development, TourismOhio uses the *Ohio. Find It Here.* brand to aggressively position Ohio as a destination of choice to enrich lives through authentic travel experiences. The *Ohio. Find It Here.* brand supports Ohio's multibillion-dollar tourism industry to drive economic prosperity throughout the state. In 2019, the tourism industry captured a record-breaking \$48 billion in visitor spending and welcomed 226 million visitors into and within the state. The industry also supported 431,000 Ohio jobs. For more information, visit [Ohio.org](https://www.ohio.org).