

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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THE READER'S DIGEST "WE HEAR YOU AMERICA" RV TOUR COMES TO JACKSONVILLE, IL ON FEBRUARY 8, 2011

Jacksonville Mayor Andy Ezard announced today The Reader's Digest "We Hear You America" RV Tour will be in Jacksonville on February 8, 2011. Jacksonville was one of the 100 Cities in 100 Days to be chosen by Reader's Digest.

Mayor Ezard invites the community to the Jacksonville Municipal Building, 200 West Douglas, Jacksonville, IL at 9:30 a.m. on Tuesday, February 8th, for the Reader's Digest presentation of a \$1,000 stimulus check to the City of Jacksonville and to participate in the RD/RV Tour featured activities that may include:

- A video booth to collect testimonials from people about what makes their town Best of America. These stories will be uploaded to the "We Hear You America" website.
- A magnetic map of the U.S. on the side of the RV that will be fun for consumers and the media to play games with.
- An interactive campaign website integrating social media for people to follow the tour and to see what makes America great. Additionally, individuals can stop by the tour and enter into a sweepstakes to win the Reader's Digest RV and t-shirts.