THE READER'S DIGEST "WE HEAR YOU AMERICA" 100 CITIES/100 DAYS RV TOUR COMES TO AVERY ISLAND, LA AREA ON MARCH 9TH 2011 at 11:00 AM

Local Community to Benefit from Reader's Digest Stimulus

Cross-Country Trek Provides Promotional Spotlight and Financial Stimulus To Help Counter Quality of Life Crisis Triggered By Continued Economic Downturn

The Reader Digest "We Hear You America" campaign is coming to the Iberia Parish Community of Avery Island, LA to help stimulate the economy with publicity to give the Parish the recognition it deserves and present a check to help get them started on local projects.

Avery Island, part of Iberia Parish was chosen by Reader's Digest because the Tabasco Factory was recognized in the magazine's annual Best of America issue. The Tabasco Factory is one of the many reasons the Reader's Digest "We Hear You America" tour is visiting the area and wants to help support Iberia Parish in building a great quality of life for its residents.

Reader's Digest, the world's largest global editorial brand, whose name is synonymous with "getting to the heart of the matter," is hitting the road for a 100-city RV tour on a journey of renewal designed to showcase the "Best in America". The cross-country trek will take the RV thru 100 towns in 100 days, providing promotional and financial stimulus to help cities counter the quality of life cuts triggered by the economic downturn. Individuals have been voting to receive the stimulus for their communities by "cheering" (vote) for their hometown via www.rd.com. The 10 towns that "cheered" the loudest (received the most votes) will win the bulk of the stimulus. An additional 90 towns (selected by the *Reader's Digest* editorial team) will receive stimulus checks to put toward worthwhile civic projects, along with a visit by the *Reader's Digest* RV and a national stage to showcase their town, via coverage in *Reader's Digest* and rd.com.

The Reader's Digest "We Hear You America" RV tour will bring the three brand ambassadors representing Reader's Digest to the Parish to meet with Parish President Ernest Freyou to distribute stimulus funds in the form of a check, and coverage in Reader's Digest properties and other media. Features/activities during the RD/RV Tour 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 US on the side of 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 see and what makes America great; Additionally, individuals can stop by the tour in their town and enter into a sweepstakes to win the Reader's Digest RV.
- Additionally, individuals can stop by the tour in their town, enter the RV sweepstakes, experience the interactive vehicle and win t-shirts.

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