



## Jack Rouse Associates Featured On National Television

Named One of the “World’s Greatest” Businesses

CINCINNATI, OH – It was “star power” time this summer for Jack Rouse Associates (JRA) as the globally known design and production firm was featured on national TV as one of the best companies of its kind in the world.

Cincinnati, Ohio-based JRA, specializing in guest experiences, was the subject of the half-hour TV show “World’s Greatest...” telecast to more than 100 million households on the ION Television network.

“World’s Greatest...” features behind-the-scenes footage and interviews of some of the most unique companies, products, people and travel destinations in the world. Past honorees have included such companies as Anheuser Busch, AutoTrader.com, Dollywood, Land’s End and Samsung.

The show’s production crew visited the JRA studios earlier in the year to video a variety of the firm’s writers, planners and designers throughout a typical day. The crew interviewed company founders Jack Rouse and Amy Merrell, along with President Keith James, who provided a background of JRA’s company history, project experience and overall philosophy toward creating engaging visitor experiences.

“That we are being recognized as one of the world’s best businesses is a direct reflection of our people,” said President Keith James. “Our professional, dedicated staff works around the world to ensure our clients receive the best possible service and creative thinking day in and day out.”

JRA is famous for its global projects, including those in such locations as United Arab Emirates, Singapore, China, England, Germany, Ireland, Brazil, and everywhere in between. JRA provides experiential planning and design for a wide range of museums, zoos, theme parks, entertainment complexes, cultural venues, sports facilities, and corporate environments.