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Press Release

European record: Berlin cracks the million mark on Facebook

Berlin ranks second worldwide, after New York / Vote now on www.facebook.com/Berlin for Berlin's greatest fan

Berlin, November 28, 2011. Berlin is the most popular European city on Facebook. The German capital has more than one million fans in its social network. 500,000 Berlin fans from all over the world – this corresponds approximately to the population of Nuremberg – have joined since December 2010. This means that the number of Facebook fans has doubled within one year.

“With one million Facebook friends all over the world Berlin is the most popular city after New York,” says Berlin’s Governing Mayor, Klaus Wowereit. “With its dynamics, our capital city has become a centre of attraction for an increasing number of people – also on the internet.” In order to reach the record mark the capital campaign *be* Berlin and *visitBerlin* launched the Facebook initiative “Make it a Million” together with the Governing Mayor during the summer.

“Berlin fascinates. In the spots on Facebook visitors from all over the world and Berliners are authentically enthused about the city with a lot of heart and straightforwardness,” says Melanie Bähr, CEO of Berlin Partner GmbH. Burkhard Kieker, CEO of *visitBerlin*, adds: “Facebook is an international voting machine, and Berlin is a people attractor. One million users have clicked the “like it” button for Berlin – this is a huge compliment for Berlin and reflects the success story of the city.” Between January and September 2011, 7.3 million guests from Germany and abroad came to Berlin – this corresponds to an 8.6% increase compared to the same prior year period.

Who is the greatest Berlin Fan? Hot phase of the “Make it a Million” campaign begins

With one million friends the first goal of the campaign “Make it a Million” has been achieved. But that’s not yet the end. Because Berlin friends from all over the world have uploaded more than 200 videos with declarations of love for Berlin on the Facebook page or recorded them directly in the Berlin Boxx which toured four German cities in August. Improvised songs in front of the camera, mini documentaries, talking shoes – the wealth of ideas of the Facebook fans was almost unlimited.

This creativity is now rewarded: everybody can vote for his/her favourite video on www.facebook.com/Berlin. Voting ends on December 9, 2011. The greatest fans will be treated to special Berlin experiences: at the Berlinale they can walk over the red carpet, accompany designer Michael Michalski during the Fashion Week, look behind the scenes at a concert of Paul van Dyk and follow a Hertha football game in the VIP lounge. The winners will be disclosed on Facebook still before Christmas.

More about the campaign: <http://www.facebook.com/Berlin>