

New Berlin campaign raises awareness of corona rules

- Campaign aims to win over visitors and restaurateurs for the hygiene measures
- Preventing a tightening of current measures

Berlin, 14 September 2020 Bring Berlin safely through autumn and winter. This is the aim of the new awareness campaign for the corona rules in Berlin. Compared to other metropolises worldwide, Berlin has so far come through the infection process relatively well. To ensure that this remains the case in the coming months, the Senate Department for Economics, Energy and Businesses has launched a campaign together with visitBerlin. All Berliners and visitors as well as the catering trade are to be sensitised to maintain Berlin as a safe destination - in their own interest.

Ramona Pop, Senator for Economics, Energy and Businesses: "Day after day, the restaurateurs make sure that Berliners and guests feel welcome and safe in our city even in times of crisis, that they can enjoy culinary diversity and that Berlin remains worth living in for everyone. We must not jeopardise the successes we have achieved so far in dealing with the pandemic - to which the restaurateurs also contribute every day. Together we will get Berlin safely through autumn and winter. With the new campaign, which is aimed at Berliners, guests of the city and restaurateurs alike, we want to use Berlin humour to draw attention to the rules of distance and hygiene.

Burkhard Kieker, CEO of *visitBerlin*: "Berlin's range of interesting restaurants, bars and pubs is legendary. We would like to preserve that together. The raised index finger does not go down well in Berlin. That is why we want to pick up the Berliners with their own dry humour".

The launch will take place this week on digital billboards. Locations include Warschauer Strasse, Rosenthaler Platz, Hackescher Markt, Kastanienallee and Alexanderplatz.

A first selection of the slogans can be found on our [press website](#) (in German). In addition, the central players are addressed directly and personally together with the relevant industry representatives. In this way, the health of restaurateurs and guests will continue to be protected.

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visitBerlin

"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin's destination management as well as the city's tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city's official tourist ticket. The company also operates the Berlin Tourist Info Centres and the Berlin Service Center advice line on +49-30-25 00 25. On [visitBerlin.de](#), Berlin's official tourism website, visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on [about.visitBerlin.de](#)

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