

## They're off, Germany scores a goal!

Up to 200,000 visitors a day root for their favourites on the Berlin Fan Mile

**Berlin, 24 June 2010** The German national team is on the road to success in South Africa – its supporters celebrate in the heart of Berlin. More than one million guests are expected to flock to the official FIFA Fan Fest™ along Straße des 17. Juni for the final on 11 July. The World Cup games can be followed live there on three giant screens. The biggest video screen, measuring some 80 square metres, ever erected on a Fan Mile is located right next to the Victory Column.

Between the Großer Stern and Yitzhak-Rabin-Strasse there's not just football on offer but also a comprehensive entertainment programme with music and live acts. Furthermore, Sony presents 3D football for the first time ever on the Fan Mile. Especially for the official FIFA Fan Fest™ the Group has created a cube that is 60 square metres in size. The highlights of the World Cup games will be shown in this 3D theme world.

"Berlin celebrates the next summer football fairytale", says Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH (BTM). "Not only the official FIFA Fan Fest™ at the Victory Column but also numerous public viewings along the river Spree extend an invitation to come and experience the World Cup atmosphere and summer in the German capital."

BTM offers an exclusive package with two nights, Berlin WelcomeCard and tickets for the VIP hospitality area on the Fan Mile. From the stands in front of the main stage fans have uninterrupted views of the giant screen and enjoy access to a delicious buffet and drinks in the adjacent VIP lounge. For further information and reservations, please visit [www.visitBerlin.de](http://www.visitBerlin.de).

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