

Berlin, Berlin – We're going to Berlin!

BTM launches new website www.pokalfinale-berlin.de

Berlin, 21 April 2010 In conjunction with the renewal of the contract and in time for the 25th DFB Men's Football Cup Final, Berlin Tourismus Marketing GmbH (BTM), in co-operation with the Berlin Senate and beBerlin, presents the new platform www.pokalfinale-berlin.de on which comprehensive information about all aspects of the DFB Cup Final and the venue Berlin is now available. This website is the first in a series of ideas on how the city of Berlin plans to offer communication back-up for the DFB Cup over the next few years.

"Berlin and the DFB enjoy a close partnership," says Burkhard Kieker, CEO of BTM. "With or without a ticket, Berlin will once again become Germany's football capital on 15 May. We expect tens of thousands of fans and visitors to flock to Berlin who will be rooting for their teams in the Olympic Stadium or in the numerous sports bars in Berlin. The goal of this new website is to provide them in future with even more detailed information about the Cup Final weekend in Berlin and extend an invitation, along with event tips and other Berlin highlights, to come and visit the German capital – even if it's not for the football."

The website www.pokalfinale-berlin.de contains information about all aspects of the DFB Cup Final, recommendations for a trip to Berlin with details of accommodation and how to get here along with details of events, sightseeing and tips on where to go. The section "By Fans for Fans" offers a dialogue platform for fans. There are also direct links to the networks Facebook and Twitter.

The website will be continuously developed in the run-up to the next DFB Cup Final in the summer. That's also when further PR and marketing measures will be launched.

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