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***be* guest, *be* welcome, *be* berlin:**

**With “big hearts & big mouths” – Berlin is set to get friendlier**

Berliners are well-known for having a somewhat gruff manner. But they’re also known for having big hearts, which is why the **be Berlin** capital city advertising campaign is calling its new friendliness initiative “**big hearts & big mouths.**” The initiative was presented today at Berlin’s City Hall. Its goal is to see to it that guests from all over the world are welcomed and received in a friendly manner throughout the city and throughout their stay. In addition to the Senate of Berlin and the capital city marketing company Berlin Partner, 13 prominent members of Berlin’s service sector are taking part in the friendliness initiative: Berlin Airports, Berlin Police, Berlin Municipal Sanitation (BSR), Berlin Transport (BT), Berlin Tourism Marketing, Berlin Municipal Transport (BVG), Berlin Hotel and Restaurant Association (DEHOGA), Yellow Pages, Berlin-Brandenburg Trade Association, Messe Berlin, S-Bahn Berlin, Taxi Berlin and the Berlin-Brandenburg Transport Association (VBB).

Employees of these service partners will be available in public spaces throughout Berlin to provide tourists with information and any assistance they might need. Tourists will be able to easily recognize the volunteer workers by means of the initiative’s logo, which consists of the letter “i” for “information” with a heart and a smiling mouth. Stores and vehicles marked with the “Info i” sticker will also let tourists know that the owners and carriers are participants in the friendliness initiative.

**Senate spokesperson Dr. Richard Meng:** “**be Berlin** continues on its way. After launching the international phase of the capital city campaign, we’re now presenting the next step of the campaign in Berlin itself. It encourages our partners to pass on their unique knowledge of the city in an original, individual and authentic manner.”

**René Gurka, managing director of Berlin Partner GmbH:** “*be Berlin* thrives on the stories and enthusiasm of Berliners themselves. In contrast to certain stereotypes that people often enjoy encouraging even here in the city, Berlin is service-oriented, friendly and open to everyone. Berliners will no doubt show this to their guests – with big hearts and big mouths.”

For more information, please visit [www.sei.berlin.de](http://www.sei.berlin.de)