



Washington, 12 December 2008

## **20<sup>th</sup> Anniversary of the Fall of the Berlin Wall 1989 - 2009**

### **Project Outline**

#### **1. Overview**

2009 marks the 20<sup>th</sup> Anniversary of the Fall of the Berlin Wall. **The German Embassy in Washington DC is looking to form partnerships for a US-wide outreach campaign.** High-level events will generate media attention. Also, reaching out to young Americans with a strong leadership potential will be a focus of the campaign.

#### **2. Campaign structure and strategy**

A media campaign in cooperation with the Consulates General all over the U.S. will focus attention on the anniversary. The website [www.Germany.info](http://www.Germany.info), as well as outreach to local media, will continuously spread the word in 2009, with a focus in the fall of 2009.

Various events throughout 2009 will generate media attention, including project weeks on American campuses, a concert by the Berlin Philharmonic Orchestra in Washington DC, cooperation with the Newseum in Washington DC, and traveling exhibitions. Most of these events will take place around the 3<sup>rd</sup> of October, within a time frame of approximately five weeks.

#### **3. Student Project Weeks on American campuses**

Our main project to reach our primary target group. Currently, the Embassy is identifying colleges and universities with strong German departments. We are contacting the universities and faculty members who are willing to commit to cooperating as supervisors of a student run project week that will engage students in actively commemorating the Fall of the Berlin Wall. All project weeks should take place during the same week, presumably between September 21 and October 2. The local Consulates General and Honorary Consuls will work with the colleges, the Embassy will provide substantial funding to the selected colleges.

#### **Key elements of each campus project week:**

- Public Speaking Competition: students put themselves into the shoes of the US president and deliver a brief statement on the anniversary of the Fall of the Berlin Wall. The speeches could be taped on video and the winners decided on online (YouTube), on [Germany.info](http://Germany.info), or by a professional jury.
- WallArt Competition: Students graffiti paint a miniature replica of a segment of the Berlin Wall. They create their own monument to freedom on campus.



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- Charity Run: Students organize a sponsored day-long charity run whose revenues benefit a charitable organization
- Gala Event: final Gala with “German identity” items (Bionade, Berliner etc.)

Faculty and Students are invited to expand on this.

#### **4. Partnership Opportunities**

Individual sponsorships for high-level events (Day of German Unity at German Embassy or Consulate General 2009, Newseum events)

Benefits: presentation to high-level audience, inclusion in PR-package, local media coverage

In kind or financial contributions to college campus weeks: miniature wall pieces, catering, charity run sponsorship

Benefits: US-wide local media coverage, inclusion in PR-packages

#### **5. Contact German Embassy – German Information Center USA**

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