



P R E S S I N F O R M A T I O N

6th Winter World at Potsdamer Platz Berlin from October 31st, 2009 until January 3rd, 2010

Berlin. With more than 2.6 million visitors last season, Winter World at Potsdamer Platz is one of the highlights of Berlin's winter attractions. It is open again from October 31st, 2009 until January 3rd, 2010 and offers winter sport, fun and Austrian culinary delights in the middle of the capital city.

No matter whether sledding on Europe's biggest mobile sled run (12 meters high and 70 meters long) or skating in the open air on the large mobile ice rink (520 square meters) at Marlene-Dietrich-Platz - Berliners use Potsdamer Platz as their own "winter sport center". The Salzburger Schmankerl Hüttln and the Salzburger Stiegl Alm will offer traditional Salzburg delicacies and can be booked for Christmas parties.

This year new is a curling rink which opens at the same time as the traditional Christmas market at Potsdamer Platz: from November 23 until December 27. Even more stallholders than last year will be selling craftwork, Christmas cookies, woolly hats and so on. In order to save energy, the Christmas Illuminations have been converted to LED lights. This means that only a fifth of the previous electricity is required to for the seasonal illuminations in the district.

About 30 kilometers and nearly half of a million LED lights will illuminate the Potsdamer Platz.

Winter World at Potsdamer Platz is an event organized by SEB Asset Management AG and the Potsdamer Platz Interest Group. Members are SEB Asset Management, Daimler AG, ECE Potsdamer-Platz-Arkaden Shopping Center, the Grand Hyatt, Berlin's Casino, the Theater am Potsdamer Platz and the Adagio, CinemaxX and „The Mandala“.

Further information is available at www.winterwelt-berlin.de.

**Presse-Ansprechpartner:
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