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## Berlin Is Shining – Europe's longest and most beautiful mile of lights at Kurfürstendamm



Berlin (ots) –

- “Berlin Is Shining”, Europe's longest and most beautiful mile of lights opened at Kurfürstendamm
- Governing Mayor Michael Müller: "Symbol of our confidence and optimism in these difficult times"
- AG City has been the initiator since 1978 and is committed to preserving the tradition

During the Christmas season, 140,000 lights illuminate the shopping district where international stars and tourists enjoy radiant sculptures and trees bathed in light. The prestigious Kaufhaus des Westens, beautiful restaurants and cafes, fashion boutiques and the traditional Christmas market invite people from all over the world for a leisurely stroll. The four and a half kilometer long boulevard decorated with lights is considered the longest illuminated street in Europe at Christmas time. The illumination was initiated by the AG City back in 1978 and has since become a firm tradition in Berlin's cityscape.

With a festive ceremony, Europe's most famous and longest mile of lights in Berlin was lit up. The Chairman of AG City, Klaus-Jürgen Meier, the Governing Mayor of Berlin, Michael Müller, the Deputy District Mayor and District Councillor of Charlottenburg-Wilmersdorf, Arne Herz, and Jessica Seja, Marketing Manager of CG Elementum AG, pressed the buzzer and turned on the lights.

This year more than ever, the tradition of wrapping Kurfürstendamm and Tauentzienstrasse in hundreds of thousands of warm lights is an expression of Berlin's hospitality and hope for the coming months: "The imaginative Christmas illumination of our boulevards Kurfürstendamm and Tauentzien is always an experience for all Berliners and our guests. (...) The colorful lights are also a symbol of our confidence and optimism in these difficult times", says Berlin's governing mayor Michael Müller. The Christmas lighting is financed by Arbeitsgemeinschaft City e. V. (AG City). It is the initiator of the illumination and started in 1978 with the first festive lighting. After an interim takeover by Wall, AG City has been the client again since 2019 and is committed to ensuring that this tradition is maintained. Sponsors of this year's light decoration include CG Elementum AG and Groth Development GmbH & Co. KG.

Please feel free to contact us if you are interested in further material, information or interviews.

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#### Medieninhalte



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