



PRESS RELEASE

**Berlin Partner für Wirtschaft
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Berlin, 16th June 2022

Governing Mayor Creatively Supports Berlin Partner's Charity Campaign

BerlinFluencers design bear motif t-shirts for a good cause

For a campaign in support of the Ukraine Hilfe charity, Berlin Partner has succeeded in recruiting eleven strong BerlinFluencers, who have designed a limited edition T-shirt series using the Berlin Bear motif. Alongside the Governing Mayor of Berlin, Franziska Giffey, the following companies and institutions are also involved:

- Berlin Recycling Volleys
- Eisbären Berlin
- FC Viktoria
- Flying Steps
- Franziska Giffey
- Foxes Berlin
- GASAG
- Sixday Berlin
- Tierpark Berlin
- Tulus Lotrek
- Berlin Zoo

Franziska Giffey, the Governing Mayor of Berlin says, "the commitment of Berliners is as colourful and diverse as the bear on my T-shirt. Their willingness to help remains unbroken and this is what makes our city. The Berlin Senate supports this commitment and the proceeds from my design will go to the Berlin City Mission, which

Chairman of the Supervisory Board (offic.): State Secretary Michael Biel | Executive Director: Dr. Stefan Franke

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works day and night on behalf of the state of Berlin in the welcome tent at the main train station for Ukrainian refugees. The money will be used to provide additional support for the work of the many volunteers there."

Dr. Stefan Franzke, Managing Director of Berlin Partner says, "the BerlinFluencer designs show once again how diverse and colourful the city is. Last year we enjoyed a very

successful campaign, when more than 30,000.00 Euro was collected for various good causes. We'd like to top that this year, so we've increased the number of t-shirts."

Sales start on 15th June, firstly online at www.berlinfluencer-shop.de until 10.08.2022, and then for two additional weeks in a pop-up store at Bikini Berlin until 28.06.2022, Monday to Saturday 10 am to 8 pm. The t-shirts are available in children's sizes 110/118, 122/128 and 134/140 and adult sizes in XS - 3XL. The children's t-shirts cost 24.90 Euro, while those for adults cost 29.90 Euro. The proceeds from all the t-shirts sold will go to Ukraine Hilfe, and BerlinFluencers can choose the organisation they would like to support in this area.

You can also find more information on the Berlin Partner [website](#).

The following institutions are being supported:

The **Berlin Recycling Volleys** are donating the profits from their t-shirt to the [Gesellschaft für Inklusion und soziale Arbeit e.V.](#)

The profits from the **Eisbären Berlin** t-shirts will go to the [Ukraine Hilfe at Berlin Zoo](#).

The **Flying Steps** are donating their proceeds to the [Ukraine Hilfe at the Unionhilfswerk \(Union Relief Organisation\)](#).

The profits from **Franziska Giffey's** t-shirts will be donated to the [Ukraine Hilfe at the Berlin City Mission](#).

The **Berlin foxes** are donating to the Ukraine Hilfe at the [ROTE NASEN Deutschland e.V.](#)

The profits from the **GASAG** t-shirts will go to the [Ukraine Hilfe at Arche Berlin](#) and [the Berlin City Mission](#).

Six Day Berlin has decided to support the [Ukraine Hilfe at Aktion Deutschland Hilft](#).

The **Tierpark Berlin** is donating to its own charity organisation, the [Ukraine Hilfe the Tierpark Berlin](#).

Ilona Scholl and Max Strohe from **Tulus Lotrek** will donate the proceeds of their t-shirts to [Berlin Arrival Support](#).

The Lichterfeld club, **FC Viktoria Berlin**, will donate its profits to the [Ukraine Hilfe at the Berliner Tafel](#).

The profits from the **Berlin Zoo** T-shirts will go to the [Ukraine Hilfe at Berlin Zoo](#).



Photos for publication can be found under the download link <https://we.tl/t-Jy37V6KSs3>

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Photo Polar Bears Berlin: Polar bears Berlin

Photo Flying Steps: Flying Steps

Photo foxes Berlin: Foxes Berlin

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