

Press Release



The Berlinale continues its successful partnership with L'ORÉAL PARIS, Volkswagen and ZDF

A successful public-private partnership supports the *Berlin International Film Festival* in maintaining the high level of quality and broad range of its activities. In addition to the support of the federal government, the main partners contribute substantially to the success of the festival. In 2005 the ZDF came on board as a strong media partner, joining long-term partners L'OREAL PARiS and Volkswagen.

Following the successful beginning of their partnership at the 55th *Berlin International Film Festival*, the ZDF and the *Berlinale* have agreed to continue their cooperation through 2008. In 2005, with over 15 hours of coverage of the red carpet and events in the Berlinale Palast, including gala premieres, the festival enjoyed a broad presence in the media. Within the framework of their media partnership, the ZDF is active in organizing and conducting on-stage events for the *Berlinale*. As an expansion of the festival's television presence, the opening celebrations and awards ceremony will be shown for the first time live in 3sat. For the ZDF, the promotion of cinematic art and the national film industry lies at the center of the media partnership.

An international leader in cosmetics, L'ORÉAL PARiS has also supported the *Berlinale* with its products since 1999. The worlds of film and beauty meet at the festival, and internationally famed L'ORÉAL ambassadors such as Charlize Theron, Gong Li and, more recently, Eva Longoria ("Desperate Housewives"), embody a world of glitz and glamour.

For the fourth consecutive year, the entire car fleet for the *Berlin International Film Festival* will be provided by Volkswagen. Guests will be driven in Phaeton limousines to the gala premieres, the opening ceremony and the award ceremony in the Berlinale Palast. Additionally, the models Touareg, Multivan, Jetta and Golf R32 will be in use for festival events. Actively involved as main partner of the *Berlinale Talent Campus*, the company from Wolfsburg has a focus on the promotion of young talent. The Volkswagen Score Competition gives film composers and sound designers the chance to set film segments to music in cooperation with the Babelsberg Film Orchestra.

Alongside the three main partners, numerous other businesses are active in their support of the *Berlin International Film Festival*. Festival director Dieter Kosslick sees the dialogue with industry as an enrichment for the festival. "Various synergies complement the financial engagements of our sponsors. I look forward with pleasure to a continuation of the good work with our partners."

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