



A Call to Our Audiences for the 60th Berlinale

Dear Journalists,

We would appreciate your presenting our "Call to Our Audiences" to your readers, listeners, and viewers.

With best regards,
The Berlin International Film Festival

My Most Unforgettable Festival Memories - Berlinale Flashback

The Berlinale will celebrate its 60th anniversary in 2010 - and the public is invited to play a special role on this occasion

On 6 June 1951, six years after World War II ended, the Berlin International Film Festival opened its doors for the first time. In 2010, the Berlinale will celebrate its 60th anniversary and look back over six turbulent decades: the Cold War, 1968, the fall of the Wall - contemporary history as reflected on the screen and at the festival. And since 1951, thousands of international stars have visited the Berlinale:

Rita Hayworth, Sophia Loren, Federico Fellini, and Billy Wilder led off the parade of stars in the 1950s. Kate Winslet, Ralph Fiennes, Renée Zellweger, Gael Garcia Bernal, and Demi Moore were among this year's guests.

The Film Festival has established itself as both an international cultural event and crowd puller. And with almost 20,000 professional guests, including 4,000 journalists, it is one of the most important annual events of the international film industry.

Yet no other film festival has as close ties with its audiences as the Berlinale. In 2009, the public bought more than 270,000 tickets, a Festival record. And so to mark this anniversary, we are turning to our loyal audiences: we would like them to share their personal stories and experiences from the past 60 years of the Berlinale with us.

The Berlinale and its 60th edition. And you, as the audience, are to play a special role in this anniversary.

What were your loveliest and most moving, thrilling, tearful, erotic, funny, upsetting, embarrassing and/or tender moments at the Berlinale?

In cinemas, or when you were out and about?

Did you bump into any screen stars? Or did one happen to step on your foot?

Have you ever stumbled over the red carpet?

**60. Internationale
Filmfestspiele
Berlin
11. - 21.02.2010**

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Or, while waiting in line, heard the latest gossip, found out more about film, or met the love of your life?

And does your Berlinale story have a happy ending?

For our anniversary we will present your most unforgettable Berlinale stories and memories. And, of course, we would be delighted if you could also send us your photos and/or films.

(Please enclose a self-addressed stamped envelope so we can return your contributions to you.)

Deadline: 15 September 2009

Send to:

Berlin International Film Festival
The Berlinale's 60th Anniversary
- Berlinale Flashback -
Potsdamer Strasse 5
10785 Berlin

Or e-mail to:

berlinale-flashback@berlinale.de

Rights information:

By submitting your works, you agree to the Berlin International Film Festival (IFB) publishing your contribution (e-mails, letters, photos, films, etc.) on the Festival website and in Festival publications. You also grant the IFB all rights of use necessary, free of charge. The IFB reserves the right to edit or shorten contributions as long as it does not distort their meaning. The IFB will credit contributions with an abbreviated form of your name, unless you explicitly say you want us to release your full name or to remain anonymous.

Note to the press

If you would like to announce this "Call to Our Audiences" within the context of the Summer Berlinale:

From 16 to 19 July 2009, the seventh Summer Berlinale will be held in Berlin at the Friedrichshain Open Air Cinema. The Summer Berlinale will present a selection of highlights from the 2009 Berlinale. (See today's press release for the Summer Berlinale programme.)

Press Office
30 June 2009