



PRESS RELEASE

**Partner für Berlin Gesellschaft
für Hauptstadt-Marketing mbH**

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Partner für Berlin and the State of Berlin present:

Sale of the limited edition Berlin scarf starts – capital city fashion for a good cause

The exclusive Berlin scarf went on sale on 3 March in a limited edition of 5,000 units. It not only looks good, but also serves a good purpose: With the purchase of a scarf, 15 euros will be donated to charities for the homeless.

The “A Scarf for Berlin” campaign was initiated by Partner für Berlin Gesellschaft für Hauptstadtmarketing, the State of Berlin and the agencies THE HAUS 360 and DOJO Berlin. In doing so, they are sending a signal of solidarity and helping homeless people in the facilities of Strassenfeger e.V., Strassenkinder e.V. and GEBEWO pro gGmbH.

In Berlin, around 47,000 people live in emergency accommodation and an estimated 6,000 people are homeless - not including the number of unreported cases. Buying the scarf therefore provides warmth, protection and security in two ways: Both for the buyers and for the homeless people who benefit from the donation.

Kai Wegner, the governing mayor of Berlin: “Our city stands for diversity, cohesion and solidarity. With this campaign, Berlin is sending out a strong signal in favour of social commitment: Every Berlin scarf sold donates warmth and supports organisations that help homeless people. I would like to thank everyone involved in this fantastic initiative.”

Dr. Stefan Franzke, CEO of Partner für Berlin: “The Berlin scarf is an easy way to show solidarity: It is not only a stylish statement for our city, but also brings compassion and charity to the shoulders of Berliners.”



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The black and white scarf with colourful patches of the Berlin logo is made from 80 percent cotton and 20 percent wool. It costs 35 euros and is available online and in selected stores. Background information on the project is available at <https://wir.berlin/berlin-schal>.

Further product details are:

Size: 180 cm long, 24.5 cm wide

Colour: black front, white back, inverted design with coloured patches of the Berlin logo

Certificates: TÜV certificate (pollutant testing), Amfori BSCI certificate

Packaging: recyclable and reusable zip bag with Berlin branding, made in China

Price: €35 excluding shipping, Germany-wide shipping

Sales launch: 3 March 2025

The scarf is available online at www.berlin-schal.de and in-store at Kulturkaufhaus Dussmann, Platte Berlin, Superconscious Store.

Partner für Berlin Gesellschaft für Hauptstadt-Marketing mbH

The state of Berlin and more than 250 companies that are committed to promoting their city are behind Partner für Berlin as a public-private partnership. Pfb is also responsible for the global marketing of the German capital through its associated company Berlin Partner for Business and Technology. www.berlin-partner.de