

FOR IMMEDIATE RELEASE

Wunderbar Together PopUp Tour Showcases Germany at Pioneer Courthouse Square

Wunderbar Together, a year-long national initiative celebrating German-American friendship, sets up shop with tastes, sights, and sounds of Germany

Portland, OR [DATE] – No need to book a trip to Berlin to experience the best that Germany has to offer: from Tuesday, September 24th to Saturday, September 28th, Wunderbar Together PopUp Tour will come to Midtown Atlanta with a multi-day experiential pop-up event celebrating German-American friendship. With something for everyone, the Wunderbar Together PopUp Tour is designed to celebrate the longstanding ties between the United States and Germany.

A large tent with cultural exhibitions and programming will be surrounded by shipping containers, each transformed into interactive experiences for all ages. There will also be a Bauhaus-themed Wiesen in a Box beer garden featuring hot pretzels and Hofbräu beer, a decked-out WanderbUS equipped with virtual reality tours of German cities and all things German language-related, a viewing screen for Bundesliga soccer matches, and food trucks featuring German fare.

"We are excited to bring the PopUp Tour to Atlanta as part of our year-long Wunderbar Together campaign, holding over 1,500 events across the country in celebration of German-American friendship," said Dr. Heike Fuller, Consul General of the Federal Republic of Germany in Atlanta, "Some of the most well-known German brands call Georgia their North American home and with many German Americans in the area, Atlanta is a prime example of the deep ties between Germany and America."

The cultural tent, the centerpiece of the event, will house programs designed to showcase the best of German art, culture, science, and business. Highlights include:

- Gfnhfg

The #WunderbarTour is a unique experience. Where else can you enjoy authentic German foods and brews, join enthusiastic soccer fans for watch parties, and slip into an alternate reality to experience the newest technology from German companies and strolls through German cities far away? Visit the website for the full schedule of events.

"With more than 120 sites throughout the country and approximately 16,700 employees, BASF has a strong footprint in the U.S.," says Tobias Dratt, Executive Vice President and Chief Financial Officer of BASF Corporation. "We look forward to showcasing our commitment to the German-American partnership and celebrating the successful collaboration between the countries at the PopUp Tour in Atlanta." With stops in Chicago, Atlanta, and Portland, the PopUp Tour showcases German business and culture in the U.S. and highlights close economic ties between the two countries. The Wunderbar Together PopUp Tour is proudly sponsored by BASF, Bayer AG, BMW Group, Evonik Industries, Mercedes-Benz, SAP, Schaeffler, Siemens AG, Allianz, LANXESS, Lufthansa, and Merck KGaA, Darmstadt, Germany.

About Wunderbar Together

From October 2018 until November 2019, Germany is highlighting its close friendship with the United States through the year-long festival, Wunderbar Together. Working with over 250 partners, the celebration will

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feature over 1,500 events across all 50 states. Wunderbar Together is a comprehensive and collaborative initiative funded by the German Federal Foreign Office, implemented by the Goethe-Institut, and supported by the Federation of German Industries (BDI).

About the Wunderbar Together PopUp Tour

The PopUp Tour is the official roadshow of Wunderbar Together. It combines an impressive Culture Tent with mobile presentation modules, and various flexible pop-up edutainment elements. Programs range from business conferences, science slams, art exhibits, and concerts to interactive student-focused events. The PopUp Tour highlights the many ways our two countries make each other stronger through our cultural and economic ties. The Wunderbar Together PopUp Tour is proudly sponsored by BASF, Bayer AG, BMW Group, Daimler AG, Evonik Industries, SAP, Schaeffler, Siemens AG, Allianz, LANXESS, Lufthansa, and Merck KGaA, Darmstadt, Germany. Visit the PopUp Tour's website for more information.

Contact:

Miriam Bruns, Wunderbar Together PopUp Tour
(404) 917-4535
Miriam.Bruns@goethe.de

Wunderbar Together: Eleanor Arlook
(202) 778-1000
EARlook@APCOWorldwide.com

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