



26 November 2018

TRADITIONAL CHRISTMAS LIGHTS SWITCH-ON AT BIKINI BERLIN FOR FIRST TIME

For the 35th time, the Christmas market around the Kaiser Wilhelm Memorial Church in the middle of the pulsating City West will be open from 26 November. Located right opposite it is concept shopping mall BIKINI BERLIN, which this year, for the first time, will be hosting the switching-on of the Christmas lights at 6:00 pm, together with Archbishop Dr Heiner Koch, Provost Dr Christian Stäblein and President of the Berlin-Brandenburg Retail Association (HBB), Björn Fromm.

“Since we are located right next to the festive market on Breitscheidplatz, we are proud to be this year’s host for the traditional switching-on of the Christmas lights. The City West’s Christmas market is one of the most popular in Berlin and in combination with the Christmas decorations on the nearby streets and from all our neighbours, the area is now shining brightly as the festive period gets underway,” says Antje Leinemann, Managing Director at BIKINI BERLIN. Following Eternity Sunday or Christ the King Sunday, the Protestant Church, the Roman Catholic Archdiocese of Berlin and the retail trade are symbolically heralding the start of the Advent season.

FOR FURTHER INFORMATION, PLEASE CONTACT:

BIKINI BERLIN
Katrin Schneider | Marketing & Public Relations
Hardenbergplatz 2 | 10623 Berlin
Tel. +49 30 554964-11 | Fax +49 30 554964-99
ka.schneider@hausbau.de

Press Factory for BIKINI BERLIN
Marlen Zielke
Anklamer Strasse 38 | 10115 Berlin
Tel. +49 30 2887-9008 | Fax +49 30 2887-9003
marlen.zielke@press-factory.de