

PRESS RELEASE

The Bertelsmann Party 2024: Diversity, Creativity and Lots of Celebrities in Berlin

- **More than 600 distinguished guests from media, politics, business, and society are expected to attend the Bertelsmann Party 2024 this evening**
- **Bertelsmann presents itself as innovative, international – and in a party mood**
- **Livestream broadcasts images from the red carpet and the party action**

Berlin, June 6, 2024 – Tonight, Bertelsmann will celebrate its Bertelsmann Party 2024 with more than 600 personages from media, politics, business, and society – at the company’s representative premises at Unter den Linden 1 in Berlin, which includes a spectacular view of Berlin’s historic center from the rooftop terrace. The Bertelsmann Party is a red-letter date in the capital’s event calendar. Accordingly, the list of guests expected to walk down the red carpet for an unforgettable evening is impressive. The motto of this year’s party is “All this and more.” It creatively showcases the diversity of the international media, services, and education group.

Bertelsmann Chairman & CEO Thomas Rabe says: “Bertelsmann stands for diversity, entrepreneurship and creativity. In a challenging economic environment, we benefit from this diversity and the Group’s broad-based positioning. We want to celebrate this and present it to our guests tonight creatively, and in a relaxed atmosphere.”

As soon as the flurry of flashbulbs begins on the red carpet at around 7 p.m., a one-and-a-half-hour livestream will give all interested parties a good look at the arrival of the guests and the party atmosphere in the building. The broadcast will be hosted by all-round talents Toni Scheurlen and Cornelius Strittmatter. The livestream can be watched on Bertelsmann’s [Facebook](#), [Instagram](#), and [TikTok timelines](#), on RTL+, and on [Bertelsmann.de](#). Afterwards, the stream will be available as a recording on the Bertelsmann homepage and for 30 days on RTL+.

Guests will be greeted at the red carpet with the motto of this year’s party: “[Bertelsmann is] All this and more.” It will be the main graphic element on the back wall along the red carpet and will run like a red thread through the entire party décor. In the stairwell, an illuminated mobile made of printed fabric panels and large Bertelsmann “Bs” stretches from the first floor to the roof, echoing the party motto across all floors. Colorful seating furniture, illuminated Plexiglas cubes, interactive decorative elements, and fabrics in shades of blue and berry complete the overall picture in the building. On the popular rooftop terrace, the view not only encompasses the Berlin Cathedral, the Berlin Palace and the magnificent museums in the neighborhood, but also over twelve light boxes, each 1x1m in size, featuring portraits of well-known actors, authors and musicians who have close business ties with RTL Group, Penguin Random House and BMG – including stars such as Salman Rushdie, Salma Hayek, Angelina Jolie, Lenny Kravitz and Kylie Minogue.

Guests at the Bertelsmann Party 2024 will be indulged not only with visual treats, but also with finest cuisine: whether Asian delicacies, international delicacies or fruity desserts – there is something for every taste. Figs confit and colorful bao buns are among the culinary highlights of the party, as are a local asparagus buffet, and fish and seafood creations from

around the world. Snacks such as savory salmon lollipops and roasted brioche cubes with caramel butter as well as fresh strawberries with sansho and heavenly ice cream in bread rolls round off the evening's delicacies.

Hosts Liz Mohn and Thomas Rabe are expecting many thrilling guests, including actors Veronika Ferres, Jasna Fritzi Bauer, Ursula Karven, Tom Beck, Hendrik Duryrn and Herbert Knaup. From the world of media, Franziska Knuppe, Frauke Ludowig, Katja Burkard, Amira Pocher, Jan Köppen, Eckart von Hirschhausen and Jenke von Wilmsdorff, as well as Anna Ermakova, Inka Bause, Evelyn Burdecki and Desirée Nick, among others, are planning to attend. Authors Hera Lind, Stefanie Stahl, Charlotte Link, Wladimir Kaminer, and Daniel Kehlmann, as well as social media stars Tara-Lousie Wittwer, Marie von den Benken, and Younes Zarou are also on the guest list. From the world of sports, Franziska van Almsick, Otto Rehhagel, former boxing pro Axel Schulz, and sports commentator Wolff Fuss have also confirmed their attendance, as have the musicians of Culcha Candela and The BossHoss as well as Vicky Leandros, Max Giesinger, Jack White, Ella Endlich, Harold Faltermeyer, Tom Gaebel, and Jean-Michel Jarre.

The political community is also prominently represented. Among others, the following politicians have announced they will be there: Federal Minister of Finance Christian Lindner (FDP), Federal Minister for Family Affairs, Senior Citizens, Women and Youth Lisa Paus (Bündnis90/The Greens) and Federal Minister for Special Tasks/Head of the Federal Chancellery Wolfgang Schmidt (SPD), as well as the Governing Mayor of Berlin Kai Wegner (CDU) and the First Mayor of the Free and Hanseatic City of Hamburg Peter Tschentscher (SPD). Numerous leading figures from the German Bundestag have confirmed their attendance, including Vice President Wolfgang Kubicki (FDP), Britta Haßelmann, leader of the Bündnis90/Die Grünen parliamentary group, Achim Post, Deputy Chairman of the SPD parliamentary group in the Bundestag, and Dorothee Bär, deputy leader of the CDU/CSU parliamentary group. At the international level, Xavier Bettel, Foreign Minister and Deputy Prime Minister of the Grand Duchy of Luxembourg, and numerous ambassadors are expected to attend.

The most prominent business representatives on the guest list for the Bertelsmann Party 2024 include Regine Sixt, Florian Langenscheidt, Regine Sixt, Rolf Buch, Mathias Döpfner, Clemens Tönnies and Tanja Gönner.

The Bertelsmann Party 2024 will be climate-neutral. Bertelsmann's Berlin premises are powered with green electricity; materials used in the party decorations will be reused or recycled wherever possible. All unavoidable emissions will subsequently be tallied and offset with carbon credits.

Social media:

Bertelsmann is reporting live from the "Bertelsmann Party 2024" under the hashtag

#BertelsmannParty24

Instagram: [experience_bertelsmann](#)

Facebook: [@Bertelsmann](#)

TikTok: [@experience.bertelsmann](#)

Information for reporters:

Press photos and royalties-free **film material/TV footage** from the Bertelsmann Party will be available **free of charge** on our [dedicated page](https://www.bertelsmann.de/bparty24) (bertelsmann.de/bparty24) in the course of the evening. Please use this database if you need image and TV material quickly.

You will find a **selection of photos, TV footage** and our **digital press kit for the Bertelsmann Party** on our website [bertelsmann.de/bertelsmann-party](https://www.bertelsmann.de/bertelsmann-party).

About Bertelsmann

Bertelsmann is a media, services and education company with more than 80,000 employees that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company generated revenues of €20.2 billion in the 2023 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Bertelsmann aspires to achieve climate neutrality by 2030.

www.bertelsmann.de

Bertelsmann online



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