



# Press Release

## **Albert Berner Children's Festival on July 18**

**In lieu of an exclusive gala: Albert Berner gives children a birthday party throughout Europe**

***Künzelsau, July 15, 2015: Albert Berner, founder of the Berner Group and chairman of its Supervisory Board, celebrated his 80th birthday on July 12. On the occasion of his day of honor, the jubilarian invited the youngest residents of Künzelsau for the fourth time, organizing a big children's party for them on July 18.***

The children from Künzelsau and surroundings are in for a big party with great surprises and many attractions – entrance is of course free. The motto of the party: "Researching. Experimenting. Experiencing." Children aged 3 to 14 can enjoy themselves on July 18, 2015 all day long. Sustenance for all visitors will of course also be provided. The event will be formally opened by Albert Berner and Stefan Neumann, the mayor of Künzelsau. Prior to that, the jubilarian is inviting the employees of Berner and BTI to a reception including lunch.

### **Games, fun, and education**

Entrance to the children's party is free of charge. All of the game stations invite attendants to play along – at the inflatable castles, the giant slide, and duck fishing. The goal of the bungee run is to reach the finish with rubber ropes attached to hip straps, and children can roll over the meadow as part of the giant people ball.

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On the bungee trampoline they can make big leaps. And those who want to relax can take a ride around the festival grounds on the funny choo choo train. To make sure each child will remember this special day, every little guest can have a lovely picture taken in the photo box and even get an airbrush tattoo. The preschools and schools complete the offerings with their own education booths. Here the children can learn many things related to the natural sciences.

## **A festival with a tradition**

Albert Berner still remembers when children's festivals were celebrated in Künzelsau during his childhood: "We used to have a consul who organized such a party every few years, and I wanted to revive this tradition. I was 14 years old at my first children's festival. For me it was a major experience. I would be pleased if many children came with their parents." With this event he wants to return something to the region. Children outside of Hohenlohe can also enjoy this tradition: this year numerous children's parties are taking place at the European sites of the Berner Group. More information on the children's festival in Künzelsau is available at [www.berner-group.com](http://www.berner-group.com).