

08. September, 2010

***Moin, Moin* O₂ World Hamburg - O₂ Crew kicks off a new era in the North**

MUNICH. It is the first O₂ World where you will hear *Moin*, the typical Northern German greeting. Yet there will be no sign of the proverbial northern coolness, quite on the contrary: things are going to get really hot! Under the motto “Cosmopolitan“ (“Weltoffen”), the O₂ Crew is giving away a total of 2,000 tickets for the concert of Marius Müller Westernhagen on 25 October and the farewell concert of a-ha on 28 October 2010, as the concert season kicks off.

At last: Following the renovation during the summer break, the largest event arena in Northern Germany reopened its doors 1 September 2010. Back in April 2010, Anschutz Entertainment Group had already transferred the naming right for the Hamburg event arena to Telefónica O₂ Germany: O₂ World Hamburg was born. Thus, the special services for O₂ customers that visitors to O₂ World Berlin will already be familiar with, are now also offered in Hamburg: For example, ticket purchases for selected sold-out events or 48 hours before tickets officially go on sale (Blue Tickets), a separate entrance (Blue Lane) where drink vouchers for use in the bar of the “Blue Room“ are handed out, or a seat upgrade through SMS competitions (Blue Seats). The campaigns on the O₂ Crew platform now also include events at O₂ World Hamburg.

The countdown is on on www.o2crew.de: From 13 September 2010, exclusive tickets for the concerts of Swedish pop band a-ha and German rocker Marius Müller Westernhagen at O₂ World Hamburg will be given away. Simply register on www.o2crew.de. A ticket counter shows how many tickets are still available. They will be given away on a “first come – first serve“ basis.

In addition, there will be a regional event where you can secure the tickets directly on-site. Further details will be published shortly, so keep your eyes open in Hamburg and follow the O₂ Crew on Facebook and Twitter!

Further information available at: www.o2crew.de

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