

Press release

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Dance flash mob for more tolerance: young people dance in Munich city centre

MUNICH/Germany. While the Oktoberfest celebrated its opening on Saturday, Odeonsplatz in the centre of Munich was the scene of a “dance flash mob” against racism and for tolerance organized by young people. In front of 200 spectators 60 young people danced to the music of Wiz Khalifa, MC Hammer, Michael Jackson, Willow Smith and Beyoncé. The event was organized by the members of the Biederstein Youth Centre in the Schwabing district, which is run by Munich City District Youth Circle. The five-minute-long choreography for the various tracks and styles, including Hip Hop, Jazz and Break-dance, and mixed by “DanceYounited”, was designed to symbolise diversity in society.

“We got the idea for the dance flash mob back in May when we heard about the Think Big initiative,” explains Cora Bauriedl, 16. “We have been preparing for the event for weeks. For example, we produced several video clips and put them on YouTube so that people could learn the steps in the comfort of their own home.” The Think Big youth initiative sponsored by Telefónica Germany and the German Children and Youth Foundation not only provided the project with financial support: Telefónica employees also briefed the youngsters on legal questions and PR. They also helped produced a flyer to find other dancers.

Felix Glindemann, 16, adds: “Flash mobs are really supposed to occur spontaneously. But with dancing it’s difficult because participants should know the choreography. So we have been meeting regularly for the past three weeks to practise. But perfecting the dance was not the most important thing for us, but rather the message and that we all set something up and had fun. So it wasn’t so important that everyone mastered all the dance steps perfectly.”

Through the campaign, the young project participants sought to call for tolerance and respect among themselves. And that’s what is special about Think Big, since the programme supports the commitment and initiative of young people, strengthens their self-confidence and reinforces a positive image of young people in the public eye. Particularly young people with disadvantages in education and society are given a chance to show what they can do through Think Big.

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For more information about the Think Big programme see www.o2thinkbig.de.

Think Big is a social programme sponsored by Telefónica Europe that supports young people in the markets where the company is active through its O2 product brand. Think Big started in Germany in 2010 in partnership with the German Children and Youth Foundation (GCYF) and with the support of Federal Minister of Families Kristina Schröder and rapper Kool Savas. Under the motto “Our neighbourhood. Our idea.”, Think Big 2011 supports the involvement of young people in their local environment. It was developed in collaboration with the Fundación Telefónica and builds on the latter’s globally recognised expertise in social and cultural issues. Many Telefónica employees have already taken part in the trust’s Proniño programme, which supports schooling and training for more than 163,000 children in South America.

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Further information:

Telefónica Germany GmbH & Co. OHG
Press Relations
Melanie Borsos, Press Spokeswoman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1212
f +49 (0)89 2442-1209
e Melanie.borsos@o2.com

Claudia Erdmann
Programmkommunikation
Deutsche Kinder- und Jugendstiftung gemeinnützige GmbH
Tempelhofer Ufer 11
10963 Berlin
Tel: +49 (0)30 25 76 76 - 79
Fax: +49 (0)30 25 76 76 - 10
E-Mail: claudia.erdmann@dkjs.de