



Berliner Philharmoniker to be the first International UNICEF Ambassador in Germany

FRANKFURT AM MAIN, November 12, 2007 – On November 17, 2007, the Berliner Philharmoniker and Sir Simon Rattle, the orchestra's principal conductor, will be appointed UNICEF Ambassadors in New York. This will be the first time that an institution has been awarded this title. Furthermore, upon being conferred with the title, the Berlin philharmonic orchestra will be the only International UNICEF Ambassador from Germany.

The official awarding of the appointment certificate will take place within the framework of a celebration on November 17 at the Washington Heights United Palace Theatre in the neighborhood of Harlem, New York City.

Sir Simon Rattle and the orchestra are receiving the award for their project *Zukunft@BPhil*. As part of its more than ten-year partnership with the Berliner Philharmoniker, Deutsche Bank has been supporting this cultural education program since 2002. "Deutsche Bank is proud to be able to make *Zukunft@BPhil* possible and is pleased that the Berliner Philharmoniker and their conductor Sir Simon Rattle are receiving this unique, global recognition," says Dr. Josef Ackermann, Chairman of the Management Board of Deutsche Bank.

Zukunft@BPhil introduces children and young people to classical music through workshops and performances and helps them to open up new horizons to experience. Since 2002, more than 8,500 young people have participated in the program, which has won numerous awards. In addition, *Zukunft@BPhil* was the focus of the prize-winning documentary film "Rhythm is it!"

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