

## **Goosebumps and romance in Hamelin Most famous German legend celebrates anniversary**

Hamelin. Somewhere in Germany a town celebrates an anniversary every year – 1,000 years here, or 850 years there. Hamelin also has several centuries worth celebrating under its belt. But next year the Pied Piper's town is expecting a very special birthday celebration. All year long it is celebrating its "patron", as congratulations are due in 2009 – the 725th anniversary of the Pied Piper.

The Pied Piper's town is ordering a very special birthday outfit for this special year. A strategy agency from Kiel has created an unusual anniversary gown, which harkens back to the roots of the legend. The tag line "725 years of secrecy and temptation" reinterprets the mystery and magic of the Pied Piper legend.

In 2009 Hamelin will be inviting its visitors to "get the creeps" – just a little. During this anniversary year there will be magic hotel rooms where the bed shouldn't rise up off the floor, but it is hoped the mystical decorations will induce a few goosebumps and a feeling of romance to get visitors in the mood for what they can expect outside their accommodation in Hamelin. Many of the anniversary events are on the theme of temptation, magic and secrecy, in which the romantic Old Town, with the Weser Renaissance buildings, deemed to be amongst the most beautiful in Germany, will play its part.

Hamelin has brought on board many local stakeholders, such as restaurateurs, cultural organisations, clubs and associations, retailers and major corporations to organise this anniversary year. They have put together an incomparable programme of events for 2009: not just big festivals and parties, but a varied selection of readings, exhibitions, gastronomic events, films, presentations and concerts.

A highlight of the programme is Lower Saxony Day, which will be held in Hamelin in 2009. Eight stages, a major festival procession, and many attractions for young and old mean that Hamelin town centre will be overrun with celebrations from 19 to 21 June.

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