

# NEWS & MORE

## Candidate City Newsletter

No. 02, 07 July 2010



BRANDENBURG AN DER HAVEL  
World Rowing Championships . Candidate City

### Introducing... World Championships ambassador Kathrin Boron

She is one of the most successful sportswomen of all time. With four Olympic victories, eight World Championship titles and numerous medals at national and international championships, Kathrin Boron has written sporting history. After winning another bronze medal in quadruple sculls at the 2008 Olympic Games in Beijing, she finally ended her impressive career. As a member of the Executive Committee of Brandenburg's State Rowing Association (LRV Brandenburg), the Potsdamer still maintains very close ties to rowing. This is also demonstrated by her whole-hearted backing for the DRV's application to hold the 2015

World Championships on Beetzsee Lake.

"When I heard about the plans to hold a World Championship in my home region, it was of course immediately clear to me that I would be in the bidding team. Water sports can look back on a long and successful tradition in the state of Brandenburg. And with the regatta course in Brandenburg an der Havel, which is not just harmoniously integrated into the natural landscape of Beetzsee Lake but also features



state-of-the-art facilities at the highest international level, we

have an ideal venue for a major World Championships," says the World Championships ambassador, who is also well known outside the rowing world, in explaining her motivation. "Following the successful Junior and U23 World Championships we have now set our sights on the next major goal, and I'm sure we can also master this challenge," sums up Boron.

### New display screen tested

On 23 June 2010, the first image appeared on the new video screen for the Beetzsee regatta course – the logo of the candidate city Brandenburg an der Havel. The new 64-m<sup>2</sup> display screen was tested during a meeting with representatives from communications and advertising agencies, which was held by Hartmut Duif, LRV President and head of the 2015 World Championships bidding team. The 10.80 x 6.00 metre video screen, which was constructed by Funkwerk Information Technologies Karlsfeld GmbH in Dresden, is twice the size of its predecessor. 414,720 LEDs ensure bril-

liant images in a 16:9 format, which can be seen without any restrictions from both the existing seats and the future mobile spectator stands. The 40-cm font height enables 14-line result tables to be displayed that can be easily read from up to 200 metres away. The display screen had to be enlarged and relocated to its new position in the middle of Beetzsee Lake because two additional racing lanes were created. Nearly 500,000 euros were invested for this purpose. This money forms part of the 5 million euros currently being spent on expanding the Beetzsee regatta course, which

was provided last year by the Federal State of Brandenburg as part of funding included in the Economic Stimulus Package II.



### Construction work and candidature arouse interest

VIPs have repeatedly visited the Beetzsee regatta course in recent weeks and months in order to get an idea of the current construction work and to find out about the state of the candidature for the 2015 World Championships. On 26 May 2010, Thorsten Burmester

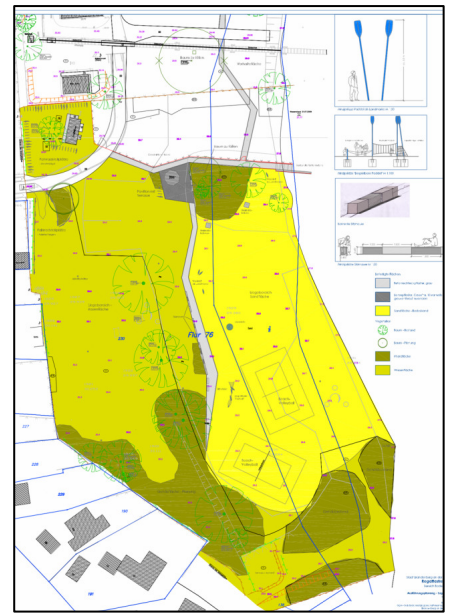
from the German Federal Ministry of the Interior and Karl-Hans Pezold from the Ministry of Sport in Potsdam were on site and inspected the competition venue together with Project Manager Martin Pieper and regatta course chief Uwe Philipp. On 26 June 2010,

Brandenburg's Minister of Sport, Holger Rupperecht, used his visit on the occasion of the 8th Children and Youth Games to check on the considerable and very visible progress made on the construction work.

## Boat park is being expanded

In the next few days, a further important sub-project will be tackled as part of the 13-month bundle of measures for enlarging the Beetzsee regatta course. The scheme, which has been given the working title "B 9: Boat park expansion", concerns the redesign of the neighbouring Massowburg bathing beach. This is intended to provide more space for storing boats at major national and international regattas. According to Martin Pieper, the local authority's building project manager for the redevelopment and expansion measures, the popular bathing spot for Brandenburgers will be divided into surfaced and unsurfaced parts, which will be enhanced with extensive planting and furnished with

modern seating and various pieces of sport equipment. In addition, the lakeside path that was laid alongside the boat park in recent weeks will be extended into the beach. The construction measures are scheduled to begin on 2 August 2010. The replanting will be conducted in October and the temporarily closed site will be reopened to the general public in the early summer of 2011. "When the work is completed, in which we're investing half a million euros, it is not only the Brandenburgers who will be able to enjoy a considerably improved bathing beach - sportsmen and -women will also be able to use this additional space if required as an expanded area to the boat park," explains Martin Pieper.



## Publicity with corporate design



The logo created by freivonform, the Brandenburg agency for communication and design, has already proved itself as a central element of the corporate design used by the bid for the 2015 World Rowing Championships. It can now be seen not just on flyers, stickers and newsletters but also on roll-up banners, beach flags and hoistable flags. The information and publicity material was recently used for the first time at the Rowing World Cup in Munich. Headed by LRV President Hartmut Duif, a delegation visited Bavaria's capital in order to publicise Brandenburg an der Havel's bid as candidate city to hold the World Rowing Championships

in five years time on Beetzsee Lake. "At our information stand we had many interesting discussions with representatives from the international rowing community and, in particular, received considerable praise for our presentation," said the chief of the bidding team, summing up the feedback on returning from Munich. The bidding team will also be present with its presentation stand at the World Cup in Lucerne, Switzerland, at the Junior World Championships in Račice in the Czech Republic and at the European Championships in Montemor-o-Velho, Portugal.

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