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## Press release

### Samsonite RED is Premium Partner of the 31<sup>st</sup> TEDDY AWARD

Berlin, 10<sup>th</sup> of January, 2017

The 31st Teddy Award is presented within the framework of the Berlin International Film Festival (9 Feb. – 19 Feb. 2017) on February 17th, 2017 at the Haus der Berliner Festspiele. For the very first time it is supported by Samsonite RED.

For 31 years the TEDDY AWARD has been rewarding movies and filmmakers, who, by engaging with queer topics, contribute to more tolerance, equality, acceptance and diversity in the society. More than 1500 guests from culture, art, economy, politics and society are expected to attend the ceremony. Prizes are awarded in the following categories: Best Feature Film, Best Documentary/Essay Film and Best Short Film. Additionally, an audience prize is given away as well as the Special TEDDY AWARD for outstanding achievements.

As a TEDDY AWARD Premium Partner, Samsonite RED will be integrated in the communication regarding the award ceremony and will also attend the event. Moreover, the TEDDY Interactive Team, which is reporting live from the Berlinale on Twitter, Instagram and Facebook, will be equipped with Samsonite RED bags and backpacks.

“Samsonite RED is a young label with modern collections of bags and backpacks for young professionals who lead an urban lifestyle: they are mobile, cosmopolitan, spontaneous & creative. These are the qualities we have in mind while developing our Samsonite RED Collections. This philosophy offers a new perspective for productive partnership in communication. We are happy about this opportunity to support this year's TEDDY AWARD” said Dirk Schmidinger, General Manager Samsonite GmbH.

Tickets for the TEDDY AWARD Ceremony in the Haus der Berliner Festspiele on February 17th, 2017 are available at [www.teddyaward.org](http://www.teddyaward.org). Ticket reservations are possible via e-mail at [tickets@papagena.de](mailto:tickets@papagena.de), via Ticket-Hotline 0(049)30-4799 7474. Tickets without the pre-sale fee are also available at Prinz Eisenherz bookshop, Motzstraße 23, 10777 Berlin.

The ceremony on February 17th will take place at the Haus der Berliner Festspiele, Schaperstraße 24, 10719 Berlin, starting at 9 PM. From 11 PM onwards the hot After Show Lounge and the TEDDY AWARD BACKSTAGE PARTY will open their doors!

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