

Advertisement for EU Eastern Expansion (2004)

Abstract

The German Federal Press and Information Office commissioned a commercial to promote the Eastern expansion of the European Union on May 1, 2004. Along with other celebrities, the commercial featured actors Ottfried Fischer and Heinz Hoenig, the famous East German speed skater Claudia Pechstein (top), and the popular television meteorologist Jörg Kachelmann (bottom). Pechstein's slogan reads: "Cold war? Not even on ice anymore"; Kachelmann's reads: "High Europa starts on May 1." The commercial emphasized the advantages of EU enlargement and was shown in more than 1,800 cinemas nationwide starting on April 22, 2004.

Source



Source: picture-alliance / dpa (c) dpa - Fotoreport

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