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## Press release

### **L'Oréal is Premium Partner of the 31<sup>st</sup> TEDDY AWARD**

Berlin, 31<sup>st</sup> of January, 2017

The 31<sup>st</sup> Teddy Award is presented within the framework of the Berlin International Film Festival (9 Feb. – 19 Feb. 2017) on February 17th, 2017 in the Haus der Berliner Festspiele. Once again, it is supported by L'Oreal Paris.

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.

For the first time L'Oréal Paris has become a Premium Partner of the TEDDY AWARD. In its new studio it will present various Diversity Talks on current topics of the programme. In addition, L'Oréal Paris will welcome men and women in its Beauty Lounge at the After Show Lounge of the TEDDY AWARD Ceremony.

Tickets for the TEDDY AWARD Ceremony in the Haus der Berliner Festspiele on February 17<sup>th</sup>, 2017 are available at [www.teddyaward.tv](http://www.teddyaward.tv).

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 17<sup>th</sup> 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!

#### **Press contact:**

Christiane Beeck & Rolf Grabner  
Grabner|Beeck|Kommunikation  
Tel.: +49 (0)30-30 30 630  
**E-mail:** [presse@teddyaward.org](mailto:presse@teddyaward.org)