



## Green oases, sports venues and recreation make living in Leipzig popular and enjoyable

Leipzig is a strikingly green city, with green spaces covering 16 per cent of the total urban area. One of the largest mixed forest and river-meadow areas in central Europe winds its way through the suburbs of the city. This unspoilt biotope is a refuge for rare plants and animals. Leipzig is well-endowed with parks and a green belt which are open to those seeking space for walking and sports. The Cospudener Lake to the south of the city with its crystal clear water and fine sandy beaches is most inviting, not only for sunbathers and swimmers but also for other water sports.

In the vicinity of the city, in a former mining area, Neuseenland (a new lake district) is being created. In the course of the renaturation process 18 new lakes with a total future area of 70 square kilometres will be established. These will be connected into the network of Leipzig's natural and man-made water courses and will enable tourists in the near future to paddle far out of the city into the Neuseenland.

People who enjoy an adrenalin kick should visit 'Markkleeberg Canoe Park'. Europe's most modern white-water centre is the training base for Germany's canoeing elite, but all other adventurous water enthusiasts can conquer the rapids in a rubber dinghy or a canoe.

Those for whom rafting is a little too daring can

watch the elephants bathing in Leipzig's zoo. The opening of the elephant temple "Ganesha Mandir" was a milestone on the way to the "zoo of the future". Built in the style of a ruined temple, the facility allows magnificent views. Through the glass window under the surface of the water you can watch the elephants swimming. "Gondwanaland", the new tropical house, is under construction at the moment. Here visitors can experience ancient history and the tropical rainforest is an experience to stimulate all their senses, and leave the bustle of the city behind for a while!

[www.zoo-leipzig.de](http://www.zoo-leipzig.de)  
[www.leipziger-neuseenland.de](http://www.leipziger-neuseenland.de)  
[www.kanupark-markkleeberg.com](http://www.kanupark-markkleeberg.com)

## Leipzig central station, the popular shopping mall

Leipzig's Central Station is one of Leipzig's most popular shopping malls. Europe's largest terminal train station was carefully renovated and now houses the "PROMENADEN" shopping mall which extends over three storeys. Only minutes away, in the compact city centre there are inviting exclusive boutiques and modern department stores. And on a cloudy day you will find many arcades and magnificent atriums here for which the city centre is famous and which protect shoppers from wind and weather.

In the evenings, the rich variety of events leaves visitors spoilt for choice. How about some stand-up comedy or a variety show? What about the opera or a concert at the Gewandhaus? Or

would you prefer an open-air rock or pop event? In addition to this wide cultural programme, Leipzig has a fantastic choice of cafés, bars, restaurants and pubs that caters to every taste. The central pub district "Drallewatsch" is famous for its Mediterranean charm. This is a place where students and business people, locals and tourists meet for good food, to relax, to see and be

seen. Just a few minutes from the city centre, there are the trendy pub districts of Gottschedstrasse, Münzgasse and Karl-Liebknecht-Strasse.

The latter has been lovingly dubbed "Karli" and is particularly popular among students. But there are streetside bars and beer gardens all over town providing great atmosphere on warm summer evenings. In addition, many bars



and pubs come up with something special such as deck chairs, cosy sofas or little beach bars. No wonder it is easy to lose track of time here. But then, that's not a problem because there is no prescribed closing time so you can enjoy Leipzig's pulsating nightlife right until early dawn.

[www.promenaden-hauptbahnhof-leipzig.de](http://www.promenaden-hauptbahnhof-leipzig.de)

## Secondary city with first-class character

"Cool" cities are a manageable size, are safe, offer career opportunities and have an identifiable elite that is innovative enough to provide for economical progress and prosperity", writes the German news magazine "Der Spiegel". So-called secondary cities are probably the most refreshing counterpart to the exuberant mega-metropolises. Cities such as Barcelona, Copenhagen, Amsterdam or Tallinn are also "cool", says the magazine, because they boast people with "creative class" who mutually stimulate one another.

Leipzig is also considered to be one of these "cool", exciting secondary cities in Europe, because Leipzig's special quality of life, which is also reflected in the marketing slogan "Leipziger Freiheit" ("Leipzig liberty"), offers an ideal environment for creative and innovative people, investors and scientists. The writer and philosopher Gotthold Ephraim Lessing once claimed that Leipzig was "a place where one can see the whole world in miniature".

The vibrant city of half a million is a melting pot of old and new, of history and future, of East and West. Leipzig stands for freedom and liberty. It was the site of the first free trade market, the first trade fair and the first daily newspaper in the world. But probably most symbolic for the truth of this contention is the Peaceful Revolution of 1989, which laid the cornerstone for German reunification and a new Europe. "Leipziger Freiheit" stands for a high quality of life, for vibrancy, and for an attitude and lifestyle that maintain a certain lightness of being. It stands for all the things that the people in this city enjoy every day and for all the things that make them what they are.

Marko Mäde has been living and working in Leipzig for more than 15 years. As head of PR at Westend Public Relations he cherishes "Leipziger Freiheit" too. The agency with 24 full-time staff specialises in public and media relations, integrated communication, cross media, corporate publishing and advertising and works as a news services provider for publishers.

**Westend. Public Relations GmbH**  
**Phone:** +49 (0)341 3338 0  
**Fax:** +49 (0)341 3338 100  
**E-mail:** [mm@westend-pr.de](mailto:mm@westend-pr.de)  
**Internet:** [www.westend-pr.de](http://www.westend-pr.de)

