



Press Release

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Candidate for a Day

Hildesheim applies for the title together with the region. Now the mayors tell us why the towns and communities of the district of Hildesheim have what it takes to become European Capital of Culture.

"Hildesheim applies for the title together with its region", says Lene Wagner, co-directorhead of the [Hildesheim BidHildesheim application](#). "This means that Elze or Alfeld are of course also Candidate Cities for us, i.e. candidate cities in competing for the title of European Capital of Culture." And Söhlde or Schellerten? "Candidate villages!"

Thus, the Bidding Office Hildesheim 2025 has launched the "Candidate for a Day" campaign. The photographer Larissa Alija traveled throughout the entire region for portraying the mayors of the district on market places, at quarry ponds and in the open landscape. Every Friday, the Facebook page of the Bidding Office is now used by the mayors for presenting their municipalities and telling about the cultural highlights and existing international connections within the large and small communities of the Hildesheim region.

Thus in Lamspringe – which has been awarded the title of "Globally Sustainable Community" – the only English monastery on German soil can be discovered. Elze has published an international cookbook together with refugees that the town has taken in. And Bad Salzdetfurth creates a link between the past and the future with the stairs to the so called Lammegarten and free W-Lan on the market place.

Projektbüro Hildesheim 2025

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In keeping with this campaign, the municipalities now also get their own merchandising products. Cloth bags and cups showing, for example, the print "Freden 2025 – Candidate Village" or "Bad Salzdetfurth 2025 – Candidate City".

"We are, of course, very pleased, if this merchandising strengthens the identification with the individual towns and communities", says Wolfgang Moegerle, mayor of the Community of Algermissen and chairman of the Hildesheim District Association of the Lower Saxony Association of Towns and Municipalities. "At the same time, one goal of the application process is that the district of Hildesheim converges to form a European cultural region. After all, it is precisely in these times that we realize the great importance of development through culture in order to promote rural areas and experience community".

The series "Candidate for a Day" is presented every Friday on the Facebook page of the Bidding Office Hildesheim 2025. At the beginning of September, the merchandising products are available at the town halls of the participating municipalities.

Photos:

Algermissen-WolfgangMoegerle(c)LarissaAlija.jpg: Wolfgang Moegerle, chairman of the Hildesheim District Association of the Lower Saxony Association of Towns and Municipalities: „An application for strengthening the identification with the individual towns and communities and converging to form a European cultural region.“

Tasse-Lamspringe2025.jpg: The smaller communities of the region also apply together with Hildesheim for the title of European Capital of Culture 2025. That's why the municipalities now get their own merchandising products. Here: A cup for Lamspringe.

Tasche-Diekholzen2025.jpg: The smaller communities of the region also apply together with Hildesheim for the title of European Capital of Culture 2025. That's why the municipalities now get their own merchandising products. Here: A cloth bag for Diekholzen.



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