

MEDIA INFORMATION

Council of Europe Secretary General appoints Roland Mack as "Goodwill Ambassador for Families"

Straßburg/Rust. Roland Mack, managing director of Europa-Park in Rust near Freiburg, has been appointed "Goodwill Ambassador for Families" of the Council of Europe by the Secretary General of the Council of Europe Dr. Walter Schwimmer.

"At Europa-Park, Roland Mack succeeded in contributing to the international understanding of people in Europe and at the same time in emphasizing their cultural diversity", said Schwimmer. "With that, he adopted the idea of the Council of Europe", adds the Secretary General.

During a ceremonial act with over 250 guests of honour from the business world, politics, sports and show business, Schwimmer handed over the passport and diploma of "Goodwill Ambassador for Families" to Roland Mack.

Subsequently to the appointment of the Goodwill Ambassador, Europa-Park and the Council of Europe are planning an intensive cooperation. Youth camps, platforms for families and chatrooms, where young persons from different countries can meet in the internet, are planned.

The cooperation between Europa-Park and the Council of Europe will be accompanied by a campaign "Against Racism" of the Alsatian artist Tomi Ungerer.

Roland Mack, who has been awarded recently with the "National Order of Merit" by the French president Jacques Chirac, announced that he will represent the most important objectives of the Council of Europe offensively in the public. Mack is the fourth Goodwill Ambassador of the Council of Europe.

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