

## SIEMENS GOES ON TOUR WITH LINKIN PARK TO RAISE SUSTAINABLE ENERGY SUPPLY AWARENESS



Courtesy of Siemens Press Picture - The picture shows the “power booth”, a specially equipped multimedia container set up by Siemens, Linkin Park and Warner Music. During Linkin Park’s tour through eleven cities from November 3 - 20, 2014, the container will turn visitor’s attention to Power the World.

Wherever they play, the American rock band Linkin Park not only excites the crowd with the energy of their powerful songs. In a joint initiative with Siemens, the superstars will now also be electrifying its audiences with its performances for sustainable power supply. The six band members will be using their tour through Germany, Austria and Switzerland in a joint campaign with Siemens to make a clear statement that is backed up by Power the World. In Europe in general, and especially in Germany, wind power is making a decisive contribution to sustainable energy supply.

Around 1.3 billion people, or 20 percent of the world’s population, do not have access to electricity. The United Nations has therefore launched an initiative and declared the years from 2014 to 2024 to be the “Decade of Sustainable Energy for All”. One of the missions of Power the World is to support the UN Secretary General, Ban Ki-Moon, in finding sustainable energy solutions throughout the world.

During Linkin Park’s tour through eleven cities from November 3 - 20, 2014, a so-called “power booth” — a specially equipped multimedia container set up by Siemens, Linkin Park and Warner Music — turned visitor’s attention to Power the World. Inside

the container, a multimedia show raised awareness about the fact that access to electricity is unfortunately not a matter of course in other regions of the world to motivate visitors to learn more and get involved. The fans also were able to take their picture inside the container. The selfies that were taken in the container before the concert were shown as part of a pre-show presentation, and a drawing was held for all participants for a special “Linkin Park edition e-Smart.” Power the World was also highlighted in a short teaser film prior to the stage show. ⚡

### FOR MORE INFORMATION:

- Siemens Wind Power and Renewables Division: [www.siemens.com/wind](http://www.siemens.com/wind).
- Siemens sustainability and social responsibility: [www.siemens.com/about/sustainability/en/index.php](http://www.siemens.com/about/sustainability/en/index.php)
- Power the World, please see [www.powertheworld.org/](http://www.powertheworld.org/)
- UN initiative for sustainable energy for all: [www.un.org/en/sustainablefuture/energy.asp](http://www.un.org/en/sustainablefuture/energy.asp)