Dear ...,

As you might have already heard, this year we are celebrating the 100th anniversary of the MWM brand. For this special anniversary, we have planned a number of campaigns and surprises. Currently, we are in the process of collecting some personal opinions and stories about MWM, which we would like to share on a dedicated anniversary website and on the MWM social media channels, and you are one of the first whom we would like to ask for their assistance J Do you have any special MWM moment or (pleasant) memories of MWM? We would especially appreciate funny anecdotes, moments, occasions, or other memories that you associate with MWM or that you experienced at MWM with friends or colleagues. The objective is to gather a collection of MWM moments that show what defines the MWM brand, how important it is for employees, partners, customers, and the city of Mannheim, and what the public perception of the brand has been until today.

You can send us your MWM moment in the form of a text, a voice message, or a video.

Text: Continuous text (200-300 words) or bullet points

Voice message: Recording with the smartphone or other recording device (best possible sound quality, no noise, etc.), max. length 2 minutes

Video: Smartphone recording, vertical format, max. length 2 minutes

As far as the tone of the posts are concerned: the more personal, the better J

Following an editorial review, the posts will be published on the website created for the MWM anniversary. For this, they may need to be slightly adjusted to the online format.

Upon completion, please send your personal MWM moment (text, video, audio) to [press@mwm.net](mailto:press@mwm.net).

Thank you!