



On November 8th 2023, over 8.000 children and parents marched in a lantern procession from the Mercedes-Benz Museum to the MHP Arena.

PRESS RELEASE

Stuttgart's MHP Arena in a completely different light

10th November 2023

Lantern procession exceeds all expectations with over 8,000 participants

- Region's largest lantern parade
- Over 8,000 children and parents, VfB Stuttgart football stars and mascot "Fritze", marched together from the Mercedes-Benz Museum to the Stuttgart MHP Arena for the first time on November 8th 2023

Ludwigsburg – Thousands of lights could be seen in Stuttgart on Wednesday evening as the lantern parade marched from the Mercedes-Benz Museum to the MHP Arena. Starting at the museum, the procession wound its way past the VfB Stuttgart training grounds and culminated in a glittering finale at the MHP Arena. The home fans' favourite terrace was lit up and all participants sang lantern songs together, supported by the Bad Cannstatt Music Society, the Daimler Choir and various other choirs from the local area. The evening was rounded off not only by the beauty of the colourful lights, but also by the atmosphere created by the spirited singing.

Although it was clear from the outset that this could well be one of the largest lantern parades in the region, the organisers were pleasantly surprised by the great number of participants, both young and old. This fantastic experience in the MHP Arena will certainly linger in the memories of all those present for a long time to come.

Press contact

MHP Management-
und IT-Beratung GmbH

Benjamin Brodbeck

Head of public relations and
press
+49 (0) 152 33 14 58 09
Benjamin.Brodbeck@mhp.com



Ann Holz

Public relations and press
+49 (0) 152 22 60 56 61
Ann.Holz@mhp.com



MHP Media / Newsroom
www.mhp.com/newsroom

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are vibrant green, with some catching the light and appearing yellowish-green. The road is a dark grey color with white lane markings. A few small cars are visible on the road, providing a sense of scale. The overall scene is peaceful and natural.

ENABLING YOU TO SHAPE A BETTER TOMORROW

About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 27 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why the Porsche AG subsidiary provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, the UK, Romania and China. More than 4,500 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP - today and in the future.

www.mhp.com