

## Major stars and moving moments



*Bambi* is an award for the heroes of our times, the people who have achieved amazing things. Hubert Burda Media presents the *Bambi* to men and women of vision and creativity, whose outstanding successes and achievements have been reflected in the media over the preceding year. But it is not just celebrities who are honoured at the *Bambis* – there is also a separate prize for unsung heroes who dedicate their time to voluntary work in Germany.

Launched in 1948, it was originally a film award voted for by readers of “Film Revue”. The first winner was actor Marika Rökk, whose daughter gave the cute little deer its name. Today, *Bambi* is one of Germany’s most important media events, with the annual ceremony broadcast live on “Das Erste” in a prime-time slot from 20:15. *Bambi* is also a long-standing social media star: The first major social media offensive was launched in 2011 and the official Facebook page now has around 240,000 likes, while around 60,000 people follow *Bambi* on Twitter.

*Bambi* is a format fuelled by emotions. Before, during and after the ceremony, the focus is on people who have moved, entertained and fascinated us in their respective fields and their own special way. These include luminaries such as pop legend Michael Jackson, actor Tom Cruise, superstar Lady Gaga, entrepreneurial legend Bill Gates and Her Royal Highness Crown Princess Mary of Denmark. Every year, the glittering gala is attended by around 800 high-profile guests from show business, the media, society, politics and the economy. And they are all greeted personally by its benefactor, Dr Hubert Burda.

**Links:** [Website](#), [Media library](#), [Bambi on Facebook](#) and [Twitter](#), [Tribute to Bambi Foundation](#)

<b>Facts</b>	
<b>Division</b>	Hubert Burda Media
<b>Benefactor</b>	Dr Hubert Burda
<b>Founded</b>	1948
<b>Award winners</b>	Michael Jackson, Muhammad Ali, Tom Cruise, Lady Gaga, Bill Gates and many more
<b>Bambi trophy</b>	Bronze-cast at a temperature of 1250°C, coated in 18-carat gold, around 30 centimetres high, weighs 2.5 kilos