

GAC Foundation

THE GERMAN-AMERICAN CULTURAL FOUNDATION



“Our focus is on promoting the German language, bringing the best of German culture to the Southeast of the United States, and educating the next generation of American economic leaders on the rewards of being able to respond to different corporate cultures and lifestyles.”

Germany has much more to offer than Sauerkraut and Schnitzel, old castles and quaint cobblestone villages. It is a modern country with high-tech industries, cutting-edge technology and a vibrant art scene; people that are proud of their heritage but open and curious to experience and learn new things that will make for a rich future.

The German-American relationship goes back a long way and has always been very close. Yet, in order to protect and nurture this relationship, it is essential that we not only remember and honor the past, but find and define common ground for a meaningful continued relationship, which will be carried by our next generation. In order to protect our strong business ties, it is important that tomorrow’s leaders are exposed to their future counterparts early on, experience each other’s backgrounds, and develop an understanding of commonalities and differences.

A team of forward-looking leaders, made up of mostly German companies in the Atlanta area, decided to invest time and effort toward strengthening the German-American relationship. As a result, they established the German American Cultural Foundation in order to solicit support from businesses and private individuals in the southeastern United States. The aim is to bridge the gap between the United States and German-speaking countries by adding a strong cultural and educational component to what has traditionally been a solid relationship.



Mission Statement

The German American Cultural Foundation is a 501(c)(3) non-profit organization dedicated to promoting and preserving German language and culture in the southeastern United States and to supporting institutions with a similar goal.

The Foundation strives to strengthen the transatlantic relationship by advancing intercultural awareness and know-how between German speaking countries and the United States through the support of educational activities, community events and the arts.

We at the German American Cultural Foundation have a clear vision and take concrete actions through a simple, proactive approach. We foster the mutual understanding between people that have a lot in common, but are divided by different languages, and the Atlantic. Our focus is on

- Promoting the German language
- Bringing the best of German culture to the southeastern United States
- Educating the next generation of American business leaders on the rewards of being able to respond to different corporate cultures and lifestyles.

The German language is the number one language in Europe. It is spoken by almost 150 million Europeans. It is mainly spoken in the heart of Europe by Austrians, Swiss, Germans, and is partially spoken in six European countries. It is a platform that connects these people beyond their country's borders, and it is also an entry ticket to gain first-hand access to their rich cultural past and present.

Promoting the German language as a means to gain a better understanding and appreciation of these cultures is a key of the German American Cultural Foundation. It is therefore essential to support the development of institutions and schools that offer the change to learn the language through direct financial support and by providing sponsorship and fundraising opportunities. We at the German American Cultural Foundation facilitate:

- Financial support of student exchange programs for selected students
- Financial support for selected students who would like to make an apprenticeship in Germany
- Financial support of institutions which are having similar goals as the GAC-Foundation
- An open-door Day for students in a German speaking company in the Atlanta area
- GAC-Foundation members' network in aiding schools and universities in the United States in their search for exchange programs with schools and universities in Germany, and network with German and German speaking companies based in Atlanta and the Southeast of the United States

Atlanta Christkindl Market™ - School Project

The *Atlanta Christkindl Market™* is the official Christmas event presented by the German American Cultural Foundation as a long-term fundraiser and means of spreading German culture within the southeastern United States.

We ask schools to help us in designing and staging a few parts of the *Atlanta Christkindl Market™* that attracts attention and generates interest in our communities. Parts of the *Atlanta Christkindl Market™* where your student input is needed are: decorating a German-American Christmas tree, painting a backdrop picture for Christmas booths, presenting your school band, choir, theatre, dance and ballet group on the Atlanta Christkindlmarket™ stage to show student's talents, and a Geo-caching project.

The German American Cultural Foundation promotes your student's work with school logo and information about your school on a message board, posts on Social Media and the Atlanta Christkindlmarket™ website, and in the 2018 GAC-Foundation project brochure.

Decorating a German-American Christmas tree

A Christmas tree delivers the Holiday event spirit all over the world. We would like to invite your students to decorate German-American Christmas trees at the Atlanta Christkindlmarket™. Design and create your Christmas decoration and your messages for the Holidays. Our live Christmas trees will be situated outdoor on Tower Street of Atlantic Station, and will be a size of 5 to 6 feet. Please design and create water resistant decorations. The German-American Christmas tree should be decorated between November 27th to November 30th, 9am to 4pm.

The German American Cultural Foundation promotes your students' German-American Christmas tree on Social Media and our Atlanta Christkindlmarket™ website, showing your school logo and information about your school, and in the 2018 GAC-Foundation project brochure.

Painting a backdrop picture for our Christmas booths

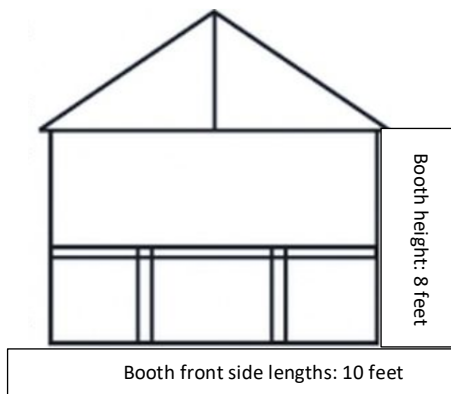
At the Atlanta Christkindlmarket™ German goods are presented in wooden Christmas booths. Four Christmas booths are in need of a backdrop picture. The size of each backdrop picture is 10x6 ft. Be creative and style a backdrop picture with the theme German American Christmas/German American Christmas traditions. The backdrop

picture should be painted with water resistant paint on cotton canvas. The backdrop picture should be hung on November 27th to November 30th, 9am to 4pm. Please contact our Atlanta Christkindlmarket™ office (office@christkindlmarket.org) for the canvas.

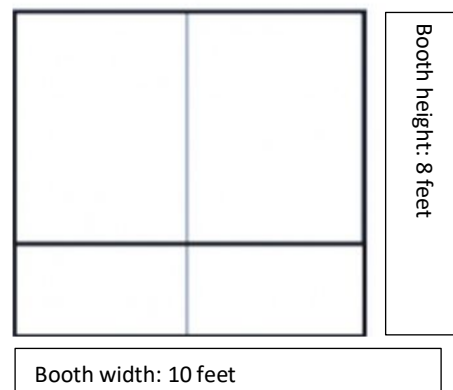
The German American Cultural Foundation promotes your students' backdrop picture on Social Media and our Atlanta Christkindlmarket™ website, showing your school logo and information about your school, and in the 2018 GAC-Foundation project brochure.



Christmas booth front side:



Christmas booth back side:



🌀 Presenting of your School band, choir, theatre, dance and ballet group on the *Atlanta Christkindl Market™* stage

We at the German American Cultural Foundation Atlanta can't imagine Christmas without Christmas music. Therefore we're presenting a culture program on our Atlanta Christkindlmarket™ stage. We would like to give your school band, school choir, theatre, dance and ballet group the possibility to perform on our stage. Please contact our Atlanta Christkindlmarket™ office (office@christkindlmarket.org) for available slots on our stage.

The German American Cultural Foundation promotes your students' performances on Social Media and our Atlanta Christkindlmarket™ website, showing your school logo and information about your school, and in the 2018 GAC-Foundation project brochure.



Presenting your talent on the Atlanta Christkindl Market™ stage

You have talent as musician, sing-a-song-writer, writer? Perfect. We would love to hear from you. Please send a short presentation about your talent to office@christkindlmarket.org and ask for available slots on our Atlanta Christkindlmarket™ stage.

In case you're selected, the German American Cultural Foundation promotes your talent on Social Media and our Atlanta Christkindlmarket™ website, showing information about you, your school logo and information about your school, and in the 2018 GAC-Foundation project brochure.

Geo-Caching-project

Your students would like to learn more about German holiday event traditions? Perfect. Please contact our Atlanta Christkindlmarket™ office (office@christkindlmarket.org) for more information.

We're only an email or phone call away. For more information about our foundation and projects, please do not hesitate to contact our Executive Director at the German American Cultural Foundation, Michaela Schulze at director@gac-foundation.org for further information.

We would love to hear from you.

Please feel also free to visit our website at www.gac-foundation.org or the Atlanta Christkindlmarket™ website at www.christkindlmarket.org

Atlanta Christkindl Market™ presented by



The *Atlanta Christkindl Market™* is an enchanting, family driven Christmas tradition held in markets all over Germany during the Holiday season. Traditional German foods, beverages, handcrafted products such as ornaments, nutcrackers, and toys, as well as a festive, winter-wonderland ambience work hand in hand to create the authentic German Holiday experience. This is an event that will spread Holiday cheer amongst children and adults alike, while exposing them to the festivities of one of the Germany's oldest cultural traditions.

A Christmas market, also known as Christkindlmarkt (literally meaning "Christ Child Market") is a street market celebrating Christmas during the four weeks of Advent. These markets originated in Germany, Austria, South Tyrol, in Northern Italy and the eastern French regions of Alsace, Lorraine and Savoy. The history of Christmas markets goes back to the Late Middle Ages in the German-speaking part of Europe, and in many parts of the former Holy Roman Empire that includes many eastern regions of France and Switzerland. In many towns in Germany and Austria, Advent is usually ushered in with the opening of the Christmas market. Generally held in the town square and adjacent pedestrian zones, the market sells food, drink, and seasonal items from open-air booths, accompanied by traditional singing and dancing. On opening nights visitors welcome the "Christkind" (originally boy Jesus, but more often depicted as an angel-like girl), acted out by a local child, especially at the Christkindlesmarkt in Nuremberg.

The *Atlanta Christkindl Market™* will be officially open by the Nuremberg Christkind on the evening of November 30, 2018.



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