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## PRESS RELEASE

# Sustain Europe Brings the Spotlight on Leipzig's Green Tourism

(26 July 2022) From responsible tourism to green meetings, the magazine Sustain Europe is at the very forefront of driving the sustainable tourism agenda. Leipzig with its authentic, creative and inspiring attitude has the honour to present its sustainable efforts on more than ten pages.

Leipzig is the city of change, innovative transformation and social movements. As a trade fair and cultural city rich in tradition, Leipzig has always been a place of encounters and a driver of visionary ideas. The Saxon metropolis has the courage to break new ground and is constantly developing as a result. In doing so, it remains authentic, can adapt creatively, and appears lively and inspiring.

The cover story „Leipzig Calling - Your guide to Germany's ultimate sustainable travel destination“ was written by Alison Runham. The extract from the introductory text invites readers to discover more:

*“Leipzig lies in former East Germany, and the famous ‘Monday demonstrations’ evolved from the prayer meetings of the city’s St Nicholas Church. These demonstrations eventually resulted in the fall of the Iron Curtain and the reunification of Germany – and in turn, the transformation of Leipzig’s economy. Leipzig has steadily repaired, reinvented and rediscovered itself in the decades since. It’s now Germany’s fastest-growing city, always evolving and equally proud of its diverse historical traditions and its innovative, progressive outlook.”*

Download article “Leipzig Calling” at: [www.leipzig.travel/sustainable](http://www.leipzig.travel/sustainable)

The whole magazine of the summer edition can be read online here: [online.sustaineurope.com](http://online.sustaineurope.com)  
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