



**PRIX EUROPA LIFETIME ACHIEVEMENT AWARD 2012
LIFETIME ACHIEVEMENT GOES TO THE GERMAN TV PRODUCER
REGINA ZIEGLER**

At 29 she produced her first film on pomp and promptly won the German national film prize. Since then Regina Ziegler has never ceased to successfully **combine artistic value and economic success**. If she believes in a production, she is even willing to take risks involving her own property. A 40-year professional biography consisting of mastered challenges and overcoming hurdles - as for example European co-productions.
Keywords: **Media Quality**.

On Saturday, 27 October, during the PRIX EUROPA AWARDS in the Russian Embassy, the **PRIX EUROPA LIFETIME ACHIEVEMENT AWARD** was handed over to **Prof. Regina Ziegler**. The Award was the joint decision of the multi-national Steering Committee of PRIX EUROPA and its President Ruurd Bierman (NPO, The Netherlands) and its Vice President Doris Pack (European Parliament). Klaus Wowereit, Mayor of Berlin, awarded the prize.