

Millionaires unveil giant Blue Elephant to demand they be taxed more.

On International Labour Day, in front of Berlin's iconic Brandenburg Gate, a network of multi-millionaires revealed a giant Blue Elephant to call on governments to acknowledge 'the elephant in the room' - that taxing their wealth is a solution to addressing inequality and funding the responses to the multiple crises the world faces today.

Speaking on behalf of the Millionaires for Humanity network, founder **Djaffar Shalchi** said: "The elephant in the room is that governments have it within their power to address all the multiple challenges we are facing by taxing us rich people. But they choose not to do so and tax low-income and middle-income workers instead. Placing the burden on ordinary workers is unjust and missing a golden opportunity to raise the billions we need to tackle the challenges we face".

The Blue Elephant measures 175m³ and is an initiative of Millionaires for Humanity. It travels across Europe to highlight global inequality and the potential of a wealth tax to address inequality. The event today is a joint effort with German-based taxmenow.

Spokesperson and co-founder of taxmenow, millionaire heiress **Marlene Engelhorn** said: "Solidarity concerns us all. Wealth distribution strikes at the heart of democracy. In order to secure the future and jobs for all, it is important to implement a fair tax policy."

She continued: "On International Labor Day, it's timely to remember that there's no such thing as a self-made millionaire. Millionaires only exist on the backs of the labor of others, and on the services and infrastructure paid for by taxes. That needs to be acknowledged, and wealth needs to be taxed."

Marlene Engelhorn will be speaking at the event in Pariser Platz at 3 PM. Other speakers at the event are **Julia Jirmann** from Netzwerk Steuergerechtigkeit, founder of Finanzwende **Daniel Mittler**, **Philipp Dehne** from the Education Campaign 'Schule muss anders' and **Anne Lautsch** from Berlin Alliance for School Inclusion.

For further information

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Opening hours: Monday 14:00 to 18:00h
Tues. - Thurs. 09:00 to 14:00h

Notes to editor

1. Millionaires for Humanity is an initiative of Human Act Foundation. Human Act is based in Copenhagen, Denmark. Millionaires for Humanity is an international network of millionaires who

campaign and advocate for their wealth, and the wealth of people like them, to be subject to a wealth tax. Members recognise the limitations of philanthropy and believe in the necessity of systemic change in the form of a progressive wealth tax to address inequality, fund the UN Sustainable Development Goals, fund the response to COVID-19, and address the climate crisis.

2. taxmenow - Initiative für Steuergerechtigkeit e.V. is an initiative of wealthy people that actively campaigns for tax justice in the German speaking countries. The work of taxmenow focuses on initiating changes in the tax system and thus structural change for the system as a whole. For this purpose, our members use their privileged access to the leading media.
3. Djaffar Shalchi is the founder of Human Act, and a real estate entrepreneur in Denmark. Will likely be present at the event.
4. Marlene Engelhorn is Austrian and an heiress to a multi-million inheritance. She has pledged to give away 90% of her inheritance. Will be present and speak at the event.

Overview

When: Sunday May 1st 2022 at 2 PM to 5 PM.

Where: Pariser Platz, Berlin

What: a 5m wide, 5m tall and 7m long blue inflatable elephant will be installed to create awareness about the elephant in the room; wealth taxes.

Program: Speakers from 3-4 PM:

Marlene Engelhorn, member of taxmenow

Julia Jirmann, Netzwerk Steuergerechtigkeit

Daniel Mittler, founder of Finanzwende

Philipp Dehne, education campaign 'Schule muss anders'

Anne Lautsch, Berliner Bündnis für schulische Inklusion