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PRESS RELEASE

## Tadesse Abraham is brand ambassador for Generali Switzerland

**With Tadesse Abraham, Generali Switzerland has gained Switzerland's fastest marathon runner as brand ambassador. Together, they are motivating people to lead a healthy and active life. Generali has already been committed to running since 2017 with the key message: Whatever drives you. Run for it!**

Swiss marathon record holder, Tadesse Abraham, and Generali Switzerland are now official partners. Abraham became European half-marathon champion in 2016, and took seventh place for Switzerland at the Olympic Games in Rio. Last summer, he won silver in the marathon at the European Athletics Championships in Berlin. His story shows how integrative the sport is. Born in rural Eritrea, the now 36-year-old Abraham started running at an early age for a better life. First for his own life, then increasingly also for the lives of others. Together with Generali, he is now dedicated to motivating people to take up running.

### **Whatever drives you. Run for it!**

Generali has been committed to running since 2017, becoming not just an insurer but an active partner. The key message behind this commitment is: Whatever drives you. Run for it! Angela Geering, Head of Communications & Public Affairs at Generali Switzerland says: «We are delighted to be working with Tadesse Abraham to motivate our staff, customers and partners to lead a healthy and active life. Running is a simple way for people to get more exercise.» She stresses that the ratio of benefits and effectiveness to effort are better in running than any other sport.

Sébastien Thom, Managing Director samm group Ltd., Abraham's marketing agency: «The collaboration between Tadesse and Generali proved from the outset to be the perfect synergy of marketing, CSR, business and sport. We are looking forward to working with Generali and supporting their exciting mobilisation campaigns, both online and offline.»

### **Taking responsibility together**

Generali and Abraham are working together for «The Human Safety Net», a global movement initiated by the Generali Group in support of disadvantaged people. The programmes are dedicated to various different social challenges, but have one common goal – to unlock human potential. Former refugee Abraham is involved in The Human Safety Net's programme for refugees and families.

Generali welcomes the partnership with Abraham and wishes him the best of luck for the Dubai Marathon on 25 January 2019 where he is aiming to smash the European record of 2:05:11. «Run for it!», Tadesse Abraham!



*Tadesse Abraham and Generali Switzerland are now official partners. Together, they are motivating people to lead a healthy and active life.*

Generali (Switzerland) Holding Ltd.  
Media Relations  
T +41 58 472 41 60  
F +41 58 472 44 25

media.ch@generali.com  
generali.ch

**Further information:**

The media release and downloadable images are available [here](#)

Information about Generali's commitment to running [«Run for it!»](#)

Information about Generali Group's project [«The Human Safety Net»](#)

**Contact:**

Media Relations, T +41 58 472 41 60, [media.ch@generali.com](mailto:media.ch@generali.com)

**ABOUT «THE HUMAN SAFETY NET»**

The Human Safety Net is a global movement initiated by the Generali Group in support of disadvantaged people, Its programmes are dedicated to various different social challenges, but have one common goal – to unlock human potential by inspiring people to help people.

**ABOUT GENERALI**

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia. In 2017, Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.

In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers rely on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. The Generali Switzerland Holding has two head offices, one in Adliswil and one in Nyon. Around 2,000 employees provide qualified advice and excellent service.