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PRESS RELEASE

## Generali Switzerland presents Acoustic Tour by musician Bligg

**Generali Switzerland is teaming up with Bligg as part of the Swiss musician's Acoustic Tour. The insurance company and artist have bonded over their shared interest in building authentic and personal connections with customers and audiences. The partnership will get underway at this year's Zürifäscht.**

In December 2019, the Swiss-German musician will be showing a different side to his sound and style on his latest tour. For the first time ever in his more than 20-year career, Bligg will be performing his greatest hits live and unplugged. After frequent appearances at the biggest venues throughout the country, the dialect artist is now going back to where it all began by giving concerts on smaller stages that guarantee an intimate, personal and relaxed atmosphere. Various shows are specifically aimed at families and will take place in the afternoon. As family life is just as important to Generali, the insurer is delighted to be presenting Bligg's Acoustic Tour as the artist's exclusive partner.

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Commenting on the new partnership, Bligg says: "I tend to be quite cautious when it comes to partnerships, because it's really important to find the right fit at every level. However, in the case of Generali, everything clicked right away and I can completely identify with the message we're trying to get across."

"We are thrilled to be working with Bligg during his Acoustic Tour. Getting close to customers is always our number one priority when entering into partnerships. So the aim of Bligg's tour perfectly matches our own," states Mike Fuhrmann, Chief Marketing & Customer Officer at Generali Switzerland.

The strategic partnership will be launched at this year's Zürifäscht, where Generali is one of the sponsors and will run a stand at Utoquai. Bligg will be there on Saturday, 6 July 2019 to tempt thirsty visitors with his own refreshing smoothie. All proceeds will go to The Human Safety Net, a global movement launched by the Generali Group to empower disadvantaged people. Bligg is just one of the many attractions in store at the Generali stand.

### Further information

The press release is also available [here](#). Further information about The Human Safety Net is available [here](#).

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#### **ABOUT GENERALI**

The Generali Group is an independent Italian group with a strong international presence. Established in 1831, the company is now one of the world's leading insurers. Generali has around 70,000 employees serving more than 61 million customers in over 50 countries. The Group's total income came to more than EUR 66 billion in 2018, making Generali the market leader in Western Europe. The company is also an increasingly important presence in Central and Eastern Europe as well as in Asia.

Generali's roots in Switzerland date back to 1887. Today, Generali (Switzerland) Holding Ltd. operates throughout Switzerland, with two head offices – one in Adliswil and one in Nyon – and a wide network of agencies. The insurer has more than one million customers and offers products for every situation in life. These include property insurance, legal expenses insurance, life insurance and pension solutions. Generali partners with start-ups to develop innovative products. In 2018, the company became the first insurer in Switzerland to launch a digital pillar 3a solution.

#### **ABOUT BLIGG**

He is one of Switzerland's foremost dialect artists. For over 20 years, Bligg has been synonymous with musical evolution and revolution, creativity and affecting lyrics. The Zurich-based musician and producer has enjoyed a remarkable career with numerous Top Ten albums and singles, many of which earned multiple gold and platinum awards. He is also a seven-times winner of the Swiss Music Award, among other prizes, and has sold hundreds of thousands of records.

His rise from underground musician to one of the country's top artists is testimony to more than two decades of creative energy. Albums such as "0816", "Bart aber herzlich", "Service Publigg" or his latest masterpiece "KombiNation" have long since become milestones of the Swiss music scene. Everyone in Switzerland, whether young or old, knows hits like "Us Mänsch", "Rosalie", "Manhattan", "Chef", "Legändä & Heldä", "Musigg i dä Schwiiz" and "MundART", which have become part of our cultural heritage.