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PRESS RELEASE

“There for you”: the new song from SMA Kids by Generali feat. Luca Hänni is an ode to friendship

As part of Generali Switzerland's programme promoting music skills and in collaboration with the Swiss Music Awards, talented young singers teamed up with Luca Hänni to record the song “There for you”. The youngsters were also encouraged to shoot their own music video, with tomorrow's film-makers contributing to the shoot behind the camera. The video was premièred at the Zurich Film Festival's Award Night. All proceeds from the song will go to socially disadvantaged children in Switzerland.

Just in time for World Music Day on 1 October 2021, Generali Switzerland, Luca Hänni and the Swiss Music Awards (SMA) present the new song “There for you”. Singer-songwriter Luca Hänni took the mike together with talented young singers. As part of the “SMA Kids by Generali” programme promoting music skills, girls and boys aged six to twelve were given the chance to try out all kinds of musical ideas at a series of workshops throughout Switzerland. They rehearsed the song and its choreography together with Luca Hänni himself.

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“Friendship means the world to me”

Luca Hänni wrote the song “There for you” especially for this music promotion programme. In it, he discusses the topic of friendship, as social contact and interaction with friends has gained even greater importance with the pandemic. “Friendship is everything to me. It keeps me grounded in life,” says Hänni. “Friendships connect us and are crucial for everyone, young and old alike. That is why I found this topic very appropriate for a collaboration with kids, since you have to learn at a young age how to make friends and maintain friendships. It starts in the sandpit, and is very important for the rest of your life.”

Tomorrow's film-makers shoot the music video

They were not just singing: young talents contributed behind the camera to shooting the song's music video, capturing the young singers and dancers from SMA Kids by Generali performing the song alongside Hänni. The Zurich Film Festival and Generali Switzerland organised a two-day workshop as part of the “ZFF for Kids” workshop series. The children could express their creative side at the workshop. They learned the basics of film-making with a smartphone and helped behind the scenes to shoot the music video. The video also deals with friendship.

Proceeds from the song benefit socially disadvantaged children

Luca Hänni and SMA Kids by Generali will present the new song “There for you” at the Zurich Film Festival's Award Night on 2 October 2021. All proceeds from the song will go to the Human Safety Net Switzerland Foundation, which fulfils the heartfelt desires of socially disadvantaged children together with the Petite Suisse children's charity. The children from SMA Kids by Generali will thus help other kids with their commitment at the microphone and behind the camera.

“There for you” is now available on all major downloading and streaming platforms.

Download the song at [generali.ch/song](https://www.generali.ch/song)

Watch the music video for “There for you” at [generali.ch/song](https://www.generali.ch/song)

View pictures from the “SMA Kids by Generali” programme to support music skills and the “ZFF for Kids” film workshop series [here](#). Password: SMAKids21

ABOUT GENERALI

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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. The company is the first Swiss insurer to launch a fully digital pillar 3a.

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