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PRESS RELEASE

Luca Hänni is the new mentor of the "SMA Kids by Generali" programme encouraging musical creativity

This year, Luca Hänni will be supporting the programme to encourage musical creativity run by Generali Switzerland and the Swiss Music Awards. Kids will explore the basics of music at five workshops and record a song together with the Swiss singer. The proceeds from the song will go to the "Petite Suisse" children's charity, which helps make the wishes of disadvantaged youngsters come true.

"SMA Kids by Generali", a programme that encourages musical creativity, enables the Swiss Music Awards (SMA) and Generali Switzerland to make the world of music more accessible to children. Girls and boys aged six to twelve are given the chance to try out all kinds of musical ideas at one-day workshops in Zurich, Bern, Basel, Fribourg and Lausanne. In addition to experimenting with instruments and giving their creativity free rein in band and percussion sessions, the participants also learn the basics of songwriting and satisfy their urge to move through dance.

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Luca Hänni invites children along on a musical journey

This year, Luca Hänni will be the programme's musical mentor. The Swiss singer-songwriter will take part in all the workshops, answering the kids' questions and working together with them on a song and matching choreography. The youngsters will be swept along on a musical journey for a day. The aim of the workshops and the chance to meet Luca Hänni is to spark their passion for music.

"Sharing an irrepressible love of music"

Music became a big part of Luca Hänni's life at an early age. He took his first drum lessons while still at nursery. At the age of nine, he began teaching himself guitar and piano. He is fired up about his new role as mentor: *"I'm really looking forward to actively supporting the 'SMA Kids by Generali' programme to encourage musical creativity this year. I've learned a lot throughout my career, but what I would like to pass on to the kids most of all is what no young musician can do without: an irrepressible love of music."*

Song proceeds go to the "Petite Suisse" children's charity

This year again, all of the money raised by the song will be used to help socially disadvantaged children. The Human Safety Net Switzerland, the foundation driven by Generali Switzerland, has entered into a partnership with "Petite Suisse". This charity makes the wishes of seriously ill and socially disadvantaged children come true. Those taking part in the programme to encourage musical creativity will therefore bring joy to the lives of children who are experiencing difficult times. Through their song, the kids will be helping other kids.

"SMA Kids by Generali" workshops

13 July 2021: Bern, Progr
16 July 2021: Lausanne, Arsenic
17 July 2021: Fribourg, Gustav Academy
24 July 2021: Basel, Badhuesli
29 July 2021: Zurich, Plaza

Registration for the workshops opens on 16 March 2021 at www.generali.ch/sma-kids

Information on the programme encouraging musical creativity: www.generali.ch/sma-kids

Information on the "Petite Suisse" children's charity: <https://www.petitesuisse.ch/>

ABOUT "SMA KIDS BY GENERALI"

"SMA Kids by Generali", a programme encouraging musical creativity, was launched by Generali Switzerland and the Swiss Music Awards (SMA) in 2020. It gives children aged 6 to 12 informal access to music.

Music workshops in different Swiss cities at which the kids get to try out all kinds of musical ideas are the key element of the programme. The youngsters try out various instruments and practice singing, songwriting and dancing as a fun way of learning the basics of music and music-making.

Luca Hänni will attend all this year's workshops as musical mentor. He will write a song for the programme and rehearse it together with the children at the workshops. All the proceeds from the song will go to The Human Safety Net Switzerland, which together with the "Petite Suisse" children's charity helps make the wishes and dreams of seriously ill, disabled and socially disadvantaged children come true.

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 72,000 employees serving more than 61 million customers in 50 countries. The Group's total income came to more than EUR 69 billion in 2019, making Generali the market leader in Western Europe. The company is also an increasingly important player 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.

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