

## Introducing Dodo, Generali Switzerland's new mentor for its Lion Kids by Generali 2024 music promotion programme

- Lion Kids by Generali has a new face for 2024: the Swiss reggae artist, Dodo, is set to mentor the music promotion programme.
- 150 children will display their musical talent in five one-day workshops and record a song composed specifically for the programme, together with Dodo. Proceeds from the song's downloads and streams will benefit disadvantaged families in Switzerland.
- The workshops are free and allow children from all income groups to get involved in musical activities.

Adliswil – Generali Switzerland and the Swiss Music Awards (SMA) have been introducing children to the world of music since 2020. The music promotion programme, Lion Kids by Generali, is aimed at girls and boys aged six to twelve. The children develop their musical skills under professional guidance, by attending one-day workshops in five different cities in Switzerland. The music promotion programme targets precisely those areas of culture where provision for young people is lacking: young people are given the chance to unlock their talent and develop their creativity. The focus is on having fun and taking a relaxed approach to the world of music.

### Meet Dodo, the new mentor for Lion Kids 2024

Dodo follows Stefanie Heinzmann, Luca Hänni and Bligg and will mentor this year's Lion Kids by Generali music promotion programme. Like his predecessors, he will write and produce a song especially for the programme and record it together with the 150 participating children. The proceeds from the song will benefit our foundation The Human Safety Net Switzerland. This global initiative set up by Generali campaigns for parents and children under the age of six who are growing up in fragile family situations in Switzerland. Its operations support parents in laying strong foundations for their children's future despite their difficult circumstances, in line with the motto: "By children for children".

Dodo is considered a Swiss reggae pioneer. He is a charismatic performer and one of the most successful pop-music producers in Switzerland. He and his band regularly play clubs and festivals, guaranteeing good vibes as the audience sings along.

He's looking forward to collaborating with Generali: "I'm so excited to be the mentor for Lion Kids by Generali. The music promotion programme makes a valuable contribution to society. I can hardly wait to take the kids on this musical journey, support them and produce a song with them."

### **Application process and dates of the one-day Lion Kids workshops 2024**

Children aged six to twelve can now apply for the workshops at [www.generali.ch/lionkids](http://www.generali.ch/lionkids).

- Workshop in Fribourg: 8 July 2024
- Workshop in Bern: 9 July 2024
- Workshop in Basel: 10 July 2024
- Workshop in St. Gallen: 22 July 2024
- Workshop in Zurich: 23 July 2024

The coveted places are limited – so apply as early as possible!

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