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PRESS RELEASE

## Stefanie Heinzmann becomes the new mentor of the Lion Kids music promotion programme

The music promotion programme by Generali Switzerland and the Swiss Music Awards is set to continue. This year, Stefanie Heinzmann is setting the tone as the new mentor of Lion Kids. 150 children will have a ton of fun at five one-day music workshops and also perform a song together with the Swiss singer. Stefanie Heinzmann is writing the song especially for this programme and all the proceeds from downloads and streaming will benefit socially disadvantaged children.

Generali Switzerland and the Swiss Music Awards (SMA) have been making the world of music more accessible to children since 2020. The music promotion programme, Lion Kids by Generali and Swiss Music Awards (formerly SMA Kids by Generali), is aimed at girls and boys aged six to twelve. The talented youngsters develop their musical skills under professional guidance while attending one-day workshops in Zurich, Bern, Basel, Fribourg and Brig. In these workshops, they experiment with instruments, interact during band and percussion sessions, dance and learn the basics of songwriting.

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### 150 children will perform a song with Stefanie Heinzmann

Following on from Bligg and Luca Hänni, Stefanie Heinzmann is the first female mentor of the Lion Kids music promotion programme. She is from Valais and, like her two predecessors, will write and produce a song especially for the music promotion programme. She will perform this together with 150 children attending workshops throughout Switzerland in July. This is how concentrated vocal power meets concentrated vocal power. The participating children will not only meet their idol, but also share the microphone with Stefanie Heinzmann. All proceeds from the song will go in full to The Human Safety Net Switzerland, the Generali Switzerland foundation, which will use these to fulfil the heartfelt wishes of socially disadvantaged children and support regional family centres.

### “We’re embarking on a musical voyage of discovery together”

Stefanie Heinzmann won a German talent show in 2008. The singer achieved her international breakthrough with her winning song “My Man Is a Mean Man”. As the mentor of Lion Kids, she’s venturing into unknown territory. Stefanie Heinzmann: “It’s a completely new challenge for me. Working with children appeals to me because they’re open and impartial when it comes to music. I’m delighted that I’ll be able to accompany the artists of tomorrow on their musical voyage of discovery. And doubly delighted that the proceeds from the song will benefit disadvantaged children.”

### Promoting young talent – through music and film

Children will be involved in the new song from Stefanie Heinzmann and Lion Kids from its first to last note. As well as its music promotion programme, Generali Switzerland’s encouragement of young talent also includes a partnership with the Zurich Film Festival (ZFF). This means the talented youngsters will not only stand behind the microphone, but also sit in the director’s chair during filming of the accompanying music video. As part of the ZFF for Kids educational series, 20 girls and boys will be involved in the video shoot with Stefanie Heinzmann. The complete work will premiere in October 2022 at the Zurich Film Festival’s Award Night.

### Handing over the baton from Luca Hänni to Stefanie Heinzmann

As part of this year’s Swiss Music Awards, a family afternoon is due to take place for the first time on 25 May, 2022 in Zug. The aim of this event is to appeal to the next generation with musical activities. Luca Hänni will use this occasion to hand over the baton to Stefanie Heinzmann. He will also give a concert for visitors to the family afternoon and share the stage with participants of last year’s music promotion programme while performing the song “There for you” with them.

### **Participation in the 2022 Lion Kids workshops**

Children aged six to twelve can now visit the website at [www.generali.ch/lion-kids](http://www.generali.ch/lion-kids) to register for the workshops as part of the Lion Kids by Generali and SMA music promotion programme. The limited places will then be allocated at random.

### **Lion Kids workshop dates:**

- Workshop in Fribourg: 20 July 2022
- Workshop in Brig: 21 July 2022
- Workshop in Bern: 24 July 2022
- Workshop in Zurich: 26 July 2022
- Workshop in Basel: 27 July 2022

### **Swiss Music Awards family afternoon**

Wednesday, 25 May 2022, from 2 to 5 pm  
Bossard Arena forecourt in Zug

### **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 65.9 million customers in 50 countries. The Group's total income came to more than EUR 70.7 billion in 2020, 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. The company is the first Swiss insurer to launch a fully digital pillar 3a.

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