



Media Release

#SolidarityForMusic: Lucerne Festival Launches a Charitable Campaign for Swiss Musicians

People in Switzerland are encouraged to submit their personal interpretations of Beethoven's *Ode to Joy* on video, with nothing to limit their musical imaginations. Prominent ambassadors of the campaign include Cecilia Bartoli, CRIMER, Francine Jordi, Knackeboul, Patricia Kopatchinskaja and Erika Stucky.

Lucerne, 12 August 2020. The consequences of the coronavirus pandemic have been hitting freelance musicians especially hard – in Switzerland and around the world, in classical music just as in the fields of jazz, rock, and pop. Many have seen most of this year's performances cancelled from one day to the next and as a result are losing the very foundation of their livelihood. Through the campaign #SolidarityForMusic, Lucerne Festival is joining with its Main Sponsors to take the initiative to draw attention to the plight of freelance musicians and to help them.

This large-scale charitable campaign starts today, 12 August, and is scheduled to run for 16 days. Everyone who participates will make a video of themselves or of others performing Beethoven's *Ode to Joy* (from the last movement of the Ninth Symphony). For these videos, you can sing, drum, clap, or rap the music – interpret it in your own way. Participants will then upload their videos to the campaign website solidarityformusic.ch, where video statements and uploads by well-known Swiss musicians and by musicians living in Switzerland are already available to view.

The total tally of musical notes that are played or sung will increase with every video that is uploaded and thus display solidarity with freelance musicians. The number of notes that are counted per video increases if several participants join together to create it or if a band, orchestra, or choir is involved.

Those who prefer not to perform can also simply make a monetary donation on the website. At the end of this project, all of the financial contributions made by our Partners as well as the donations collected via the campaign website will be directly distributed to musicians in Switzerland by SONART, the Swiss Association of Musicians. This organization will distribute the money to freelance musicians in need who have applied for financial support from SONART. They do not need to be members of SONART to submit such applications. Information on the application and allocation process can be found on SONART's website.

"It is a matter very close to our hearts and to those of our Partners to send a positive signal through this campaign and to draw attention to the alarming situation musicians are facing in the coronavirus era," observes Michael Haefliger, Executive and Artistic Director of Lucerne Festival. "Whether done in the style of classical music, jazz, pop, heavy-metal, or rap, there are no boundaries between musical genres here, and I look forward to the creative contributions from professionals, amateurs, children, retired people, students, and managers. With these we will demonstrate that we stand together and are committed to musicians in Switzerland who are right now fearing for their survival, and that we are thus committed to a diverse future for the Swiss music scene".



Along with the many famous musicians, the Charitable Campaign is also supported by a prominent patrons' committee: Swiss Federal Councillor Alain Berset is supporting the campaign, as are Andrea Gmür-Schönenberger, a member of the Swiss Council of States and of the Board of Trustees of Lucerne Festival; Beat Züsli, Mayor of Lucerne; Marcel Schwerzmann, Director of Education and Culture for the Canton of Lucerne; and many other figures from the musical and cultural scene in Switzerland.

The campaign will be promoted on Lucerne Festival's social media channels, and the most creative contributions will be shared and gathered under the hashtag #SolidarityForMusic. The campaign will run while the "Life is Live" Festival – which takes place from 14 to 23 August – is underway and will end on 28 August.

Press photos can be downloaded at www.lucernefestival.ch/en/press/photos

www.solidarityformusic.ch

www.lucernefestival.ch

www.sonart.swiss

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Contact for Press and Public Relations at Lucerne Festival

presse@lucernefestival.ch | t +41 (0)41 226 44-43 / -59