

## MEDIA RELEASE

### V-ZUG is the new sponsor of the Baloise Session

**The Baloise Session has started the year 2023 with a new sponsoring partner: With immediate effect, V-ZUG, the Swiss manufacturer of premium household appliances, will be supporting Basel's boutique music festival as co-sponsor.**

«We feel honoured to welcome the leading household appliance manufacturer to our team of sponsors. With its Swiss Made Premium products, V-ZUG brings simplicity, innovation and creativity to the home and, in so doing, gives people lasting satisfaction and enjoyment. A perfect match, because we, too, strive to fill each concert evening with unique discoveries and magical moments of pleasure for our audiences», says Beatrice Stirnimann, CEO of the Baloise Session.

Commenting on the sponsorship, Peter Spirig, CEO of V-ZUG says: «The Baloise Session and V-ZUG combine several things. Both are strongly rooted in Switzerland and enjoy a growing international reputation. Both facilitate exclusive experiences in unique settings, which is why V-ZUG supports the Baloise Session.»

The next Baloise Session will be held in the Event Hall, Basel Fair, from 19 October to 9 November 2023. This year's line-up will be published on 23 August.

#### About the V-ZUG Group

«Bringing simplicity into your home and creativity into your kitchen.»

V-ZUG is the leading Swiss brand for household appliances, and also markets its products in selected premium markets abroad. V-ZUG has been developing and producing kitchen and laundry-room appliances in Switzerland for more than 100 years, and offers a comprehensive service in all its markets. The SIBIR Group AG, with its focus on all-brand service and trading in household appliances, is another part of the V-ZUG Group. The V-ZUG Group currently employs around 2,200 staff.

#### The Baloise Session – Where the Magic Happens

Every autumn for the past 38 years, leading national and international stars have been appearing at the Baloise Session. Over the course of the festival 15,500 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating for only 1,550. The intimate club-like setting, special seating around candlelit tables, and the audience's proximity to the stars turn a concert visit into a unique musical experience.

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