

## MEDIA RELEASE

**The physical Baloise Session will not be held again until 2022. But: In 2021 the Baloise Session @home live-streaming series will continue with full musical force on a monthly basis.**

**The decision was a difficult one to make. But health comes first: The Baloise Session 2021 cannot take place. A consolation for all music fans: The virtual concert series «Baloise Session @home» will be continued in 2021. Once a month, thanks to the huge support of presenting sponsor Basler Versicherungen and all principal sponsors, the music festival will stream a concert featuring a top artist to music lovers at home.**

Covid-19 continues to affect the world and the Baloise Session in 2021. The health of our visitors, artists and staff comes first. Concerts in an intimate setting with an enthusiastic audience do not fit with social distancing and all the other current pandemic restrictions. The artists are sensibly continuing to severely limit their travel, are not planning any new tours, and in these difficult times are hardly able to make binding concert engagements. All these facts make it impossible to plan with any certainty. Without planning and financial security, the Baloise Session cannot be held.

But: The Baloise Session will get through this crisis. We can assume that the festival will take place again in 2022 in its usual club-like setting with seating around candlelit tables. There is no lack of support: Says Michael Müller, CEO of presenting sponsor Basler Versicherungen: «We have been supporting the Baloise Session for many years and unreservedly back this decision to cancel 2021, so that the 2022 festival can shine again in full musical force». Our principal sponsors Basler Kantonalbank, Novartis, Dufry, AMAG, Cornèrcard and IWB also show great understanding and are helping financially to make ends meet. Beatrice Stirnimann, CEO of the Baloise Session, adds: «We are extremely grateful for this loyalty. This is the lifeblood of our 35-year-old festival.»

The consolation for the public: The successful «Baloise Session @home» live-streaming concert series will be continued. This is possible thanks to the major financial commitment of Basler Versicherungen under the motto «Baloise goes Music», the financial contributions from all principal sponsors of the festival, the «Friends of Baloise Session» association, and naturally due to grandiose musical contributions from various musicians. As a result, in 2021 the Baloise Session continues to offer musical delicacies and provide the cultural soul food that is so important.

At 6.30 pm on Monday, 25 January 2021, Baschi opens this year's series of Baloise Session @home. The Swiss pop singer will be bringing upbeat musical moments to fans in their own homes, to make the lockdown more tolerable. «The Baloise Session name has a certain cachet, there are lots of music lovers out there. So I'll come up with something very special. I want to convey that authentic, intimate living-room feeling. I want people to feel they're sitting next to me while we play,» says this exceptional artist. The Baloise Session @home concerts are broadcast on facebook.com/BALOISESESSION and baloisesession.ch/@home, are interactive thanks to a chat, and start at 6.30 pm. The concerts are available as VODs following the live stream.

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### The Baloise Session – Where the Magic Happens

Every autumn for the past 35 years, leading national and international stars have been appearing at the Baloise Session. Some 20,000 music fans attend the evening concerts in the Event Hall of the Basel Fair, with its seating for only 1,500. The intimate club-like setting, special seating around candlelit tables and the audience's proximity to the stars turn a concert visit into a musical experience. The 35th Baloise Session will be held from 28 October to 17 November 2022.