



## PRESS RELEASE

# Volvo becomes a Partner with the Menuhin Festival Gstaad

**January 2010 \* \* \*** Volvo Automobile Switzerland will be the new mobility partner with the legendary Menuhin Festival Gstaad. Founded in 1957, the Menuhin Festival is regarded as one of the most prestigious classic festivals in Switzerland. The internationally acclaimed event attracts some 20,000 visitors to the Gstaad-Saanenland region and the Vaud Highlands (Pays-d'Enhaut). In 2010 the Menuhin Festival Gstaad will take place from 16 July to 5 September.

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### **Compelling visions that Volvo also shares**

Since its founding the Menuhin Festival has earned worldwide recognition for its unique combination of international charisma with the opportunity to experience first-class musicians in an intimate setting. "The Menuhin Festival Gstaad unites culture with nature, tradition with the future", says Anouk Poelmann, President of Volvo Automobile Switzerland. "It is these compelling associations that moved us to join in a partnership with the eminent Festival; as a Scandinavian company we also share these values."

### **Classical music at the highest level with breathtaking mountain scenery**

In 1957 Yehudi Menuhin, the "violinist of the century", organized the first series of chamber music concerts in the church in Saanen. Even in the first year internationally famous classical artists made the trip to perform in Gstaad. Over the years the number of concerts as well as the number of concertgoers steadily has increased. The event in Gstaad, together with the festivals in Lucerne and Verbier, is regarded as one of Switzerland's three leading classical music festivals. The Menuhin Festival runs for seven weeks in the summer and features over 40 concert events.

Additional Information about the Menuhin Festival Gstaad as well as the festival programme for 2010 can be found at: [www.menuhinfestivalgstaad.com](http://www.menuhinfestivalgstaad.com).

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### Press contacts

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