



**Switzerland.**





Switzerland.

Blum.





Housekeeping guidelines.







Switzerland.

# Housekeeping.

- You can use the **Q&A** box during the whole Swiss Talk to ask any questions you might have. Please use **ONLY** the Q&A box and not the chat function.
- The whole presentation will be available on our media corner:  
[www.MySwitzerland.com/media](http://www.MySwitzerland.com/media)
- If you have any other questions or comments, do not hesitate to contact us through the following e-mail: [media.northamerica@switzerland.com](mailto:media.northamerica@switzerland.com)



# Our Media Team North America.



Switzerland.



Divine Bonga  
Head of Media & Communications  
North America  
Media relations contact for tri-states  
New York



Laura Fairweather  
Media Relations Manager Canada and  
Midwest USA  
Toronto



Fabio Zurmühle  
Social Media Manager North America  
Media Relations Manager Eastern USA and Texas  
New York



Manuela Hess  
Media Relations Manager Western USA  
Los Angeles



Lucie Cottier  
Support Media and Promotion  
New York



Matteo Zala  
Support Media and Promotion  
New York



# Travel regulations.



## Switzerland is fully open!

- With effect from 2 May 2022, all remaining countries were removed from the SEM risk country list. This means that entry into Switzerland from all countries in the world is again possible as it was before the pandemic.
- Testing possibilities:
  - On boarding and entry to Switzerland: **no PCR or rapid test required** for fully vaccinated guests.
  - Testing sites at Zurich airport. Find more information [here](#).
  - Testing sites listed per canton can be found [here](#).
- Masks:
  - Masks are not compulsory in Switzerland.
- Find relevant information and updates on our website: [MySwitzerland.com/open](https://www.myswitzerland.com/open)





Quiz Question for a Swiss Surprise Package:

What is the first name of the painter presented in the podcast?

Please send your answer by email to: [media.northamerica@switzerland.com](mailto:media.northamerica@switzerland.com)





Switzerland.

# Blum.



# Trailer.

BLUM is an audio drama in the form of an investigative podcast. It takes the listener on a captivating journey through nine Swiss cities, the country's art museums, mysterious antique stores, dazzling train rides, and escapes through the freshly fallen snow.



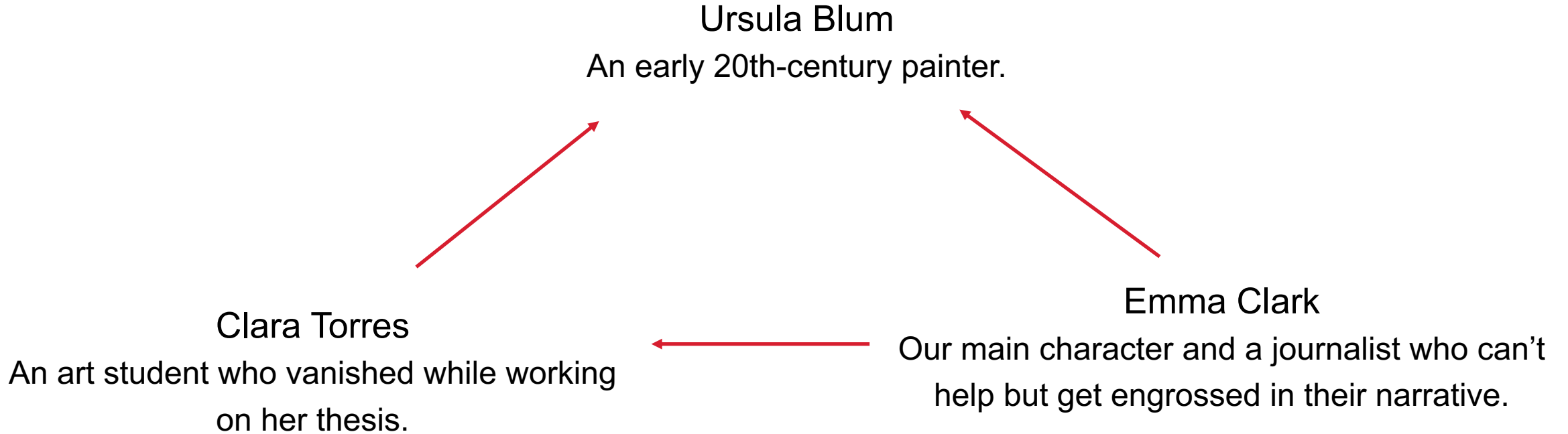
Switzerland.







# What is BLUM all about?







Switzerland.

# How BLUM was born.

- Collaboration between the writers Manuel Bartual and Carmen Pacheco, the production El Extraordinario, and Switzerland Tourism Spain.
  - Trip to nine Swiss cities.
  - Wish to blend history and fiction.
  - Immersive Podcast.
- Spanish version won multiples awards
  - N.1 on Apple Podcast in Spain.
  - Hit in Top New Shows of 2022 and Most Shared Shows of 2022 on Apple Podcast.
  - Best Branded Podcast from Ondas Awards.





Switzerland.

# Switzerland in BLUM.

- Discover Swiss cities and Art and culture museums through the story of Blum.

1. More information: [myswitzerland.com/Blum](https://myswitzerland.com/Blum)



Basel



Lake Geneva



Lugano



Bern



Zurich Region



# Q&A with Marcus H.

- Marcus H is an award-winning writer and producer of podcasts fascinated by sound as a medium for storytelling.
- As executive producer and cofounder of El Extraordinario production house, he has overseen the creation of audio fictions like BLUM, an audio drama that was recently awarded an Ondas Prize in Spain.







Quiz Question for a Swiss Surprise Package:

What is the first name of the painter presented in the podcast?

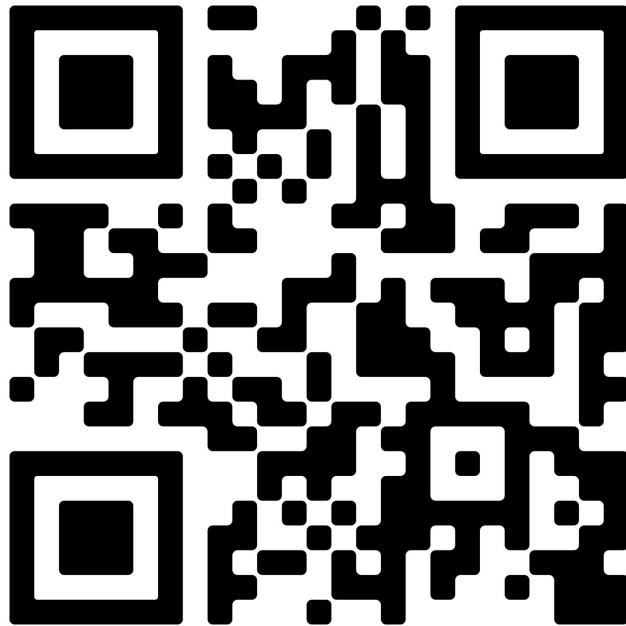
Please send your answer by email to: [media.northamerica@switzerland.com](mailto:media.northamerica@switzerland.com)



## Additional material.

You may find some additional material, such as the first episodes, available in avant-première for press only on our media corner.

<https://corner.stnet.ch/media-us/>







**Switzerland.**

Get ready and tune in on June  
28<sup>th</sup>, 2023!



Thank you.





**Switzerland.**