

Media Release

To Protect Lucerne's Bird Life: "Sing for the Birds"

Lucerne Festival invites Lucerne to a sing-along event in front of the KKL Luzern on 3 June

Lucerne, 4 May 2023. On Saturday, 3 June 2023, as an overture to International World Environment Day on 5 June, Lucerne Festival invites the people of Lucerne to join in for the sing-along event "Sing for the Birds" at 2 p.m., which will bring singing enthusiasts together on the Europaplatz in front of the KKL Luzern. All singers can join in: young and old, families and friends, as well as amateurs and professionals. Supported by the 21st Century Chorus and under the professional guidance of choirmaster Franziska Murbach-Scherer, those gathered together will sing a selection of folk songs involving birds. Complementing this one-hour sing-along event is an attractive related program that is planned to take place in cooperation with BirdLife Luzern, an association for the protection of birds. Performances by tenor Ziad Nehme and the Atenea Quartet are planned. The event will be hosted by the renowned SRF2 radio presenter Beatrice Kern.

Lucerne Festival will also be singing for Lucerne's birdlife: for every participant who joins in, Lucerne Festival will donate CHF 5 to the hedgerow planting project "Hedges for Red-backed Shrike & Co.," in which BirdLife Luzern will plant and maintain at least 2,500 meters of new hedges and shrub groups in the Canton of Lucerne over five years as a diverse, species-rich habitat. In the fall of 2023, the Lucerne Festival team will roll up their sleeves for a day to actively help support BirdLife Luzern by planting hedges.

Because bird populations are dwindling even in Switzerland and biodiversity is severely endangered, Lucerne Festival, in collaboration with BirdLife Luzern, hopes to raise awareness of the threatened situation of Switzerland's birds through this campaign. In keeping with this year's Festival theme of "Paradise," Lucerne Festival also aims to prevent the loss of habitats so that Lucerne can remain a paradise for birds.

Sustainability Strategy Setting the Course for the Future

The "Sing for the Birds" campaign is just one action within the framework of the sustainability strategy that the Festival has been developing in recent months regarding the areas of social, ecological, and economic sustainability. The goal is to proactively expand this commitment in the coming years. Activities already in place were analyzed and classified, guidelines and new measures were identified, and goals for the coming years were set. Together with the myclimate foundation, Lucerne Festival calculates its ecological footprint every year and publishes the results on its website. Zurich Insurance Company Ltd supports the Festival as a climate partner in its ecological sustainability strategy. The current Sustainability Report 2022 containing facts and figures from the CO₂ study as well as information about the Festival's activities in all three sustainability areas is available on the website at lucernefestival.ch/en/sustainability.

"Sing for the Birds": Information on How to Participate

The people of Lucerne are cordially invited to "Sing for the Birds" on Saturday, 3 June 2023, from 2 to 3 p.m. on the Europaplatz in front of the KKL Luzern. Anyone who would like to sing together can join in.

LUCERNE FESTIVAL

Participation is free of charge; for groups of 20 people or more, optional registration is requested. All information about the campaign, as well as texts and musical material, can be found at lucernefestival.ch/en/singforthebirds.

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