



verbierfestival

## MEDIA RELEASE

FOR IMMEDIATE RELEASE

### JULIUS BAER EXTENDS PARTNERSHIP WITH VERBIER FESTIVAL THROUGH 2023

Bank Julius Baer, Principal Partner of the Verbier Festival, has renewed its partnership for another three years. The bank will also partner with the Festival to present this summer's Virtual Verbier Festival.

**July 7, 2020 – VERBIER (Switzerland)** – Bank Julius Baer, Principal Sponsor of the Verbier Festival since 2010, has extended its partnership for another three years through the Festival's 2023 edition. The bank's sponsorship activities will continue to focus on the wide range of music programming that the Verbier Festival presents at the very highest level, and on the Verbier Festival Academy, which provides exceptional training and educational opportunities to nurture the next generation.

In addition to its sponsoring commitment, Julius Baer will also support all medici.tv broadcasts as part of this year's Virtual Verbier Festival, taking place from 16 July to 12 August 2020.

"The excellent standing of the Verbier Festival far beyond the country's borders shows what is possible when such a professional organisation brings together great musicians and young aspiring and motivated talents from around the world," said Yves Robert-Charrue, Head Switzerland, Europe, Middle East & Africa at Julius Baer. "As a bank with a long tradition of cultural promotion, it is particularly important to us to be a reliable partner to the Verbier Festival and to confirm our commitment to it in these challenging times for the arts."

Martin Engstroem, Founder & Director of the Verbier Festival, commented, "The Verbier Festival has created a truly global intergenerational platform in Verbier since 1994. For the last ten years, Bank Julius Baer has been a valuable member of our family, making it possible for artists, students, and concertgoers from all over the world to come to Verbier each summer. And this year, by supporting our Virtual Festival, Julius Baer is helping us share the magic of Verbier with even more music-lovers during this difficult period. We are delighted to celebrate ten years of Bank Julius Baer by our side with the news of our continued partnership."

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## CONTACTS

### VERBIER FESTIVAL

**Ségolène Rouillet-Solignac**

+41 (0)27 775 24 40

[presse@verbierfestival.com](mailto:presse@verbierfestival.com)

### THE PUBLICISTS (FR/BEL/LUX)

**Thierry Messonnier**

+33 (0)6 84 67 84 30

[thierry@thepublicists.fr](mailto:thierry@thepublicists.fr)

**Laura Fantoni**

+33 (0)6 20 37 15 37

[laura.fantoni@labelfrancaise.com](mailto:laura.fantoni@labelfrancaise.com)

### PREMIER (UK/US/CA)

**Rebecca Johns**

+44 (0)20 72 927 336 / +44 (0)77 15 205 196

[rebecca.johns@premiercomms.com](mailto:rebecca.johns@premiercomms.com)

**Simon Millward**

+44 (0)20 72 927 334 / +44 (0)79 90 507 310

[simon.millward@premiercomms.com](mailto:simon.millward@premiercomms.com)

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## PRESS PHOTOS

Photographs taken by the official photographers of the Verbier Festival may be downloaded from the Festival's [press photo database](#).

Please contact [presse@verbierfestival.com](mailto:presse@verbierfestival.com) for access credentials.

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The Verbier Festival is a classical music festival that encourages sharing between great musicians and young aspiring artists from around the world. It is committed to excellence in music performance and education through its highly respected artistic programme, Academy and community engagement programmes. The next live edition of the Verbier Festival, with Principal Sponsorship of Bank Julius Baer and Neva Foundation, will place 16 July to 1 August 2021 in Verbier (Switzerland).

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