

PRESS RELEASE

East Meadow, NY, July 29, 2019

New Yorkers can beat the heat with SWISS' larger-than-life waterfall simulation in Union Square

Too hot in New York's concrete jungle? SWISS (Swiss International Air Lines) will introduce the peaceful environment of summer in Switzerland at New York's Union Square Plaza with a large-scale multi-sensory experience. On July 31st and August 1st, from 8 am to 7 pm, heat exhausted, weary commuters walking through Union Square have the chance to immerse themselves in the beauty and tranquility that Switzerland's landscape has to offer, as well as have the opportunity to win flight tickets on SWISS. At the center of the campaign is a 10 ft. x 15 ft. video installation displaying a Swiss waterfall surrounded by mountains. Multiple sensory elements accompany the waterfall with the sounds of rushing water, scent diffusers with alpine, flowery essential oils and cool, misting water integrated into the activation.

"SWISS enhances its value to consumers by utilizing new and innovative technology, not only for its in-flight experience and with state-of-the-art aircraft, but also with on the ground facilities and events," said Andreas Gassler, Director of Marketing for The Lufthansa Group, The Americas. "This marketing activation offers New Yorkers a unique relief from the heat while creatively providing travel inspiration for their next vacation. New York is also a key market for SWISS and so we aim to maintain New Yorkers' enthusiasm to visit the beautiful country of Switzerland".

The activation is carried out in partnership with Switzerland Tourism. The date of the event corresponds with Swiss National Day on August 1st. Both organizations will jointly celebrate the founding of the Swiss Confederation and New Yorkers will get a taste of what Swiss pride means!

The SWISS activation features towns such as Davos, Zermatt and St. Moritz, which embody the essence of Switzerland's breathtaking natural scenery and temperate climate. These destinations offer respite to those looking to escape the heat, year-round. The visuals and displayed temperatures of cities in Switzerland contrast New York's humid summer weather and create relief from the heat. Attendees also have the opportunity to enter a sweepstakes with a chance to win two flights to the SWISS hub Zurich by posting a photo on their social media channels.

Swiss International Air Lines (SWISS) is The Airline of Switzerland, serving over 100 destinations in 44 countries worldwide from Zurich, Geneva and Lugano and carrying some 18 million passengers a year with its fleet of around 90 aircraft. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to around 175 destinations in more than 80 countries.

As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of some 9,000 personnel, SWISS generated total revenues of over CHF 5 billion in 2018. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

This media release will be found in our [Newsroom](#).

If you no longer wish to receive information from SWISS Media Relations, please let us know by email at media@swiss.com.

Media Relations

Deutsche Lufthansa AG
Corporate Communications, The Americas
Tal Muscal / Christina Semmel
Tel: +1 516-296-9474
americaspr@dlh.de
<http://www.lufthansagroup.com/media-relations-north-america>

<https://newsroom.lufthansagroup.com/english>

Follow us on Twitter: [@lufthansaNews](https://twitter.com/lufthansaNews)