

Migros Culture Percentage

The Federation of Migros Cooperatives and the single Migros Cooperatives are committed to making an annual contribution to the Migros Culture Percentage. The amount of this contribution is based on sales turnover and it continues to be made even when there is a downturn in the performance of the retail sector. This commitment, which is really one-of-a-kind, guarantees the continuity of the Culture Percentage and is firmly anchored in the Migros statutes. This corporate objective stands on an equal footing as the commercial objectives.

The main pillars of the Migros Culture Percentage are activities and institutions in the sectors of culture, society, education, leisure and the economy. They include the Scuola club Migros, the Eurocentres, the GDI (Gottlieb Duttweiler Institute) in Rüslikon, four Green Meadow Parks, the Monte Generoso railway in Ticino as well as the Migros Museum of Contemporary Art in Zurich. Local and regional activities and projects are also part and parcel of this commitment. The Migros Culture Percentage wants to act as a stimulus and promotes cooperation with private and public organizations. In addition the Migros Culture Percentage supports projects and individuals by means of financial contributions and talent awards.

For press and media enquiries please contact:

Barbara Salm, Head of Communications, Cultural and Social Director, Federation of Migros Cooperatives, Zurich, Phone 044 277 20 79, barbara.salm@mgb.ch

* * * * *

The Migros Culture Percentage is a voluntary commitment of Migros, firmly anchored in the statutes, and it is active in the sectors of culture, society, education, leisure and the economy.

www.percento-culturale-migros.ch