

Once again this year the Fiore di pietra at the summit of Monte Generoso is in the running for the Swiss Location Award® 2023!

For the third year running, the Fiore di pietra is nominated by the organisers, visitors and eventlokale.ch, Switzerland's largest event portal, for the Swiss Location Award® 2023.

"We are thrilled to have been nominated for the third consecutive year for the Swiss Location Award® 2023 and thus be in the running for the event industry's most coveted accolade. We are now relying on the support of our community and hope to receive many positive evaluations in the upcoming Awards evaluation phase," says **Monica Besomi, Head of Marketing & Communication and Vice-Director of the Ferrovia Monte Generoso.**

From 1 to 31 May 2023, the organisers, event professionals, visitors and guests of the nominated locations on eventlokale.ch will be able to give their assessment and thus support the location in winning one of the coveted Awards.

The award ceremony will take place on Tuesday, 13 June 2023.

About the Swiss Location Award®

The Swiss Location Award® is organised by **eventlokale.ch** and is the most important seal of quality in the events industry in Switzerland. Since 2016, the Award honours the best and most beautiful locations in ten different categories. The number of points obtained decides the awarding of the 'Recommended', 'Excellent' or 'Outstanding' seal. Since 2016, as many as 1,948 locations throughout Switzerland have been awarded the seal of quality.

- About the Swiss Location Award®
- Link to online voting (from 1 May 2023): <https://eventlokale.ch/sla-2023/41259/fr/sla-votingkit-start>
- For the Swiss Location Award®: **Laila Capparelli** | 044 500 27 74 | laila.capparelli@eventlokale.ch

Images: <https://we.tl/t-CFXoG0zZ7b> (Please quote the photo copyright if required)

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Ferrovia Monte Generoso is one of the oldest rack railways in Switzerland and has been owned by Migros since 1941. It has been preserved thanks entirely to the personal commitment of the founder of Migros, **Gottlieb Duttweiler**. Today the Migros Culture Percentage supports the rack railway, the "Fiore di pietra" structure at the top of Monte Generoso, designed by architect **Mario Botta**, and **Camping Monte Generoso**. www.montegeneroso.ch – www.campingmontegeneroso.ch

The Migros Culture Percentage is a commitment undertaken by Migros, and consolidated in its articles of association, dedicated to activities for the promotion of culture, society, education, leisure time and the economy. www.migros-culture-percentage.ch

