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A celebrity thank you.

In the Aletsch region, home to some of the most impressive sceneries in Switzerland, celebrity Michael Schumacher attended a photoshoot as part of a Switzerland Tourism brand campaign.

What makes Switzerland's tourism offering stand out from all others? What is it that makes a holiday in Switzerland such a unique experience? It is the fantastic nature experience the country has to offer. Switzerland Tourism is aiming to raise people's awareness for this nature experience by opportune and attractive means. And so, for the launch of a corresponding brand campaign, Formula 1 world champion Michael Schumacher spontaneously agreed to pose for Swiss star photographer Michel Comte in front of the impressive glacier landscape of the Aletsch region. The pictures bear out the positioning of the «Switzerland. Home of the Mountains.» campaign in convincing fashion.

The location for the photoshoot offered not only a fascinating backdrop for the pictures, it also represented a logistical challenge for the crew. But it was well worth the effort. In his photos Michel Comte was able to capture Michael Schumacher's commitment and enthusiasm for the Alpine scenery in persuasive style.

The pictures featuring the world-class driver mark the start of the campaign. Other celebrities will follow in the next few months, directing attention to the unique nature experience on offer in Switzerland by the use of spectacular images.

In between shooting, Daniela Bär, Head of Corporate Communications/Media at Switzerland Tourism, asked Michael Schumacher what he thought of the scenery. Here is an extract from the interview:



Daniela Bär interviews Michael Schumacher.

What were your feelings when you saw the Aletsch glacier?

Michael Schumacher:

«It's sensational, without a doubt. We had the opportunity to see everything from the helicopter. It really is a unique sensation and being able to see it like that was a special opportunity. I hadn't seen it before. We are very close to nature and as far as scenery is concerned Switzerland is obviously a stronghold.»

