

Press Release

Swiss Roots brings Basle Carnival to L.A.

Los Angeles – April 4, 2006 – Swiss Roots, together with the Consulate General of Switzerland in Los Angeles, will feature the “Raetz Clique,” a thirty-person fife-and-drum corps from Basle, Switzerland, during the Carnival Festival, taking place April 8th, 2006, at UCLA’s Fowler Museum. The “Raetz Clique” will parade through the campus playing drums and piccolo flutes, accompanied by the Swiss Roots postal bus.

In conjunction with the exhibition, ¡CARNAVAL!, the UCLA Fowler Museum of Cultural History is presenting a major festival of carnival arts and culture from around the world. ¡Carnaval! is a 10,000 square foot multimedia exhibition that, for the first time, celebrates the diverse global traditions and ongoing vitality of modern-day carnival. For this festival, Swiss Roots is featuring the famous “Basler Fasnacht”, the carnival of Basle, by flying in the “Raetz Clique”, a genuine Basle carnival group.

The “Raetz Clique” will be accompanied by the Swiss Roots postal bus, a genuine antique vehicle made available by Swiss Post for the occasion of this year’s 100th anniversary of Swiss postal transportation. The bus will be traveling on American roads and stopping at Swiss Roots events throughout the country. The vehicle features nostalgic memories about the historic transportation service and various Swiss-related entertainment activities.

Schedule of events:

Thursday, April 6, 2006, Noon – 3 pm
Basle Carnival, 3rd Street Promenade, Santa Monica

Several public appearances of Raetz carnival group and Swiss postal bus

Thursday, April 6, 2006, from 5 pm on
Meet the Raetz Clique in Venice Beach

At the **Waterfront Café**, 205 Ocean Front Walk, Venice Beach, CA 90291

Enjoy Raetz Basle together with a drink and a bite at the Waterfront Café in Venice Beach

Saturday April 8, 2006, noon – 5 pm
UCLA Campus, Los Angeles

1 - 2:30 pm - Campus Parade: Carnival procession along with these performance troupes:

- Raetz Clique from Switzerland, a thirty-person fife-and-drum corps accompanied by the Swiss Roots postal bus
- Stilt Walkers, who will glide over the route from twenty feet in the air
- LA Carnival on Tour, a Caribbean-style group in glittering costumes

2:30 - 5 pm - Live Stage Performances with:

- Ricardo Lemvo & Makina Loca - a vibrant synthesis of Latin-American salsa and African soukous
- Los Angeles Carnaval on Tour TM, Dancers in full regalia shake it to live Caribbean calypso and soca music

- All day - Open Galleries with spectacular costumes, masks, photographs, and videos of carnival celebrations around the world, along with Swiss Roots' booth.

About Swiss Roots

Swiss Roots is a unique initiative of the official Swiss representations in the U.S. to bring Switzerland and the United States closer together through activities that foster dialogue, understanding, and both online and offline exchanges. The program's centerpiece, www.swissroots.org, is a state-of-the-art website that serves as a gateway for the one million Americans of Swiss descent to discover their ancestral roots and those with Swiss affinity to discover and communicate with people in Switzerland. Swiss Roots events throughout the U.S. will showcase the best in Swiss innovation, culture, history, education, and business. The project is organized by the Consulate General of Switzerland in New York together with other official Swiss representatives in the U.S., in cooperation with numerous local Swiss associations. Swiss Roots is supported by Switzerland promotional agencies such as Presence Switzerland, Switzerland Tourism and Pro Helvetia. Swiss Roots is also supported by private sector companies such as Swiss Helvetia Fund, Swiss International Air Lines, Swiss Post and Basel Tourism.

For more information see www.swissroots.org.

About Basel Tourism:

Basel Tourismus is a non-profit marketing association that promotes tourism for the city of Basel and the surrounding area in collaboration with the public authorities, hotels and restaurants, cultural institutions and other interested groups. The association was founded in 1890 under the name «Verkehrverein Basel» as an association of all who have the well-being of the city of Basel and its region at heart. www.basel.com

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