



Mission Statement 2019 +

Jury of the Swiss Blues Awards

19.10.2019

The Blues Comittment



Professionalism – competence

- Expertise
- Discretion
- Transparency
- incorruptibility
- Independence
- Credibility

All of Switzerland

- The name says it all
- We are broadly supported
- We set quality standards regarding Blues music
- Clear differentiation from other Blues organizations
- We create a clear brand

Support for the Blues scene in Switzerland

Awards for:

- Sustainable merits on stage and «Behind the Scenes»
 - Musicians - annual
 - Organizers, promoters and media representatives – can be rewarded annually
 - Appreciation of the life's work – at the most honorable time

Contemporary communication

- The «Swiss Blues Award» is an independant brand
- Contemporary announcement of the:
 - 3 annual nominees
 - The winner
- Use of own homepage, social media and suitable channel