

MEDIA-INFO





In Brief

The 32nd Street Parade in brief: Figures, Times, Facts.

The Street Parade The world's most colorful house and techno parade fascinates hundreds of thousands of dance enthusiasts from all continents. Around 30 Love Mobiles, colorfully decorated trucks equipped with large music systems, decorations, DJs and party people, drive at walking pace through the crowds around Zurich's lake basin. In addition to these 30 «moving stages», eight stages along the route round off the varied electronic music offering with top international DJs and multimedia. As an innovative lifestyle event, the Street Parade showcases revolutionary innovations in sound, graphics and digital art and has established itself as a contemporary cultural asset. The electrifying atmosphere on the streets is primarily intended to reflect the basic values of the Street Parade: it is still a demonstration of love, peace, freedom and tolerance. As an important annual generator, the Street Parade is not only able to trigger enthusiasm for this culture, it also repeatedly provides important impulses and thus promotes diversity in the musical field as well as in club life. The Street Parade and Zurich's techno culture have been part of Switzerland's intangible UNESCO cultural heritage since 2017.



When & Where Saturday, August 09, 2025, Downtown Zurich, Switzerland

- 13.00 Uhr: «Sound on» on all 8 Stages.
- 14.00 Uhr: The first Love Mobile rolls onto the route, after which the entire convoy of 30 Love Mobiles will ride at walking pace from Utoquai in Zurich's Seefeld district around the lake basin via Bellevue, Quaibrücke and Bürkliplatz to the Enge harbor dam. Route length 2.0 km.
- 22.00 Uhr: End of move with the Love Mobiles.
- 24:00 Uhr: «Sound off» on all stages and thus the end of the event.



Slogan & Theme «Live Love, Love Life»: Here, joie de vivre is celebrated in its most beautiful form: peaceful, respectful and full of energy. No easy task, especially at a time characterized by anger, conflict and destruction. Nevertheless, hundreds of thousands of people from all directions will gather at the Zurich lake basin. A unique, almost magical atmosphere pervades the city as it transforms into a colorful dreamland to the beat of the beats. Hundreds of thousands of people from the most diverse backgrounds - regardless of skin color, religion, sexual orientation or ideology - come together to live the Street Parade lifestyle.



Love Mobiles & Participants There are 30 colorfully decorated domestic and foreign Love Mobiles at the start, playing all styles of electronic music from deep house to hard style. Hundreds of thousands make the pilgrimage to the Street Parade each year and don't want to miss the spectacle. However, the exact number of visitors is difficult to estimate. Last year, around 920,000 visitors took part on a sunny day and 30 degrees Celsius.



Star-DJs and Acts The Street Parade has an excellent reputation in the international DJ world and attracts the hottest DJs in the world. Headliner 2025 (from A-Z): **Adiel, AK Sports, Alex Wann, Andrea Oliva, Arodes, Ben Böhmer, Chloé Robinson, Chris Liebing, Deborah de Luca, Fadi Mohem, Honeyluv, JakoJako, Kevin de Vries, Kölsch, Massano, Pan-Pot, Scenarios, Solardo und Zamna Soundsystem. and many more, On the stages and Love Mobiles, a total of over 200 artists round off the ambitious line-up. Over 70% of the stage program consists of Swiss DJs, around a third of whom are female.**

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«We _ Street Parade» - All DJs perform without pay

All DJs, whether world star or up-and-coming artists, carry the spirit of the Street Parade with them and, despite a busy schedule, they are free of charge. Elsewhere, they could have made a lot of money this afternoon and evening. The spirit and the non-profit thinking of the Street Parade convince the artists. The DJs are partly responsible that the Street Parade is realizable on a low budget. Only in this way can the organizers continue to promote the FREE event with creative in ovations.



In Brief II



Eight Stages In addition to the 30 moving stages (Love Mobiles), there are eight stages along the route to round off the wide selection of electronic music with top DJs and live acts (13:00h 'til midnight).

- At the Mainstages **OPÉRA STAGE** (Bellevue) and **CENTER STAGE** (Bürkliplatz) hosted by the Techno Label «AllINeed», international headliners are playing the sounds of the worldwide club culture in the Genre Techhouse and Techno.
- **CLUBBING STAGE** (Kongresshaus): Selected Swiss clubs represent this Stage: During one hour the respective resident DJs of these clubs play on this stage.
- **INNOVATIONS STAGE** (Limmatquai): Electronic music thrives on innovation. The Innovation Stage presents fresh national and international acts from the electronic subculture this is where underground gems come to light.
- **OPENING TRUCK:** The stage at the start is the Love Mobile No. 1, and superstar SOLARDO will get the parade off to a brilliant start from 1 pm! This truck departs at 2 pm on the route.
- **RAKETE STAGE** Unfortunately, this stage has to make way for a major construction site this year, the square is closed
- **Generations Stage** (Swisslife/Enge) Welcome is not only a mixed-generation audience, but also colorful birds, gender and handicapped people. Psychadelic sounds will be played by mixed age, local and international and three live acts.
- Swiss Label Stage (Schanzengraben) This stage brings together resident DJs from various national event labels. Here, regional influences merge into a collective representation of the Swiss electronic music landscape.



International top labels an local brands Famous labels such as «TECH-NOABTEIL x HÖR Berlin» and «Verknipt x We Love Techno» are at the start with their own Love Mobiles. The new teams «Seaquence», «Disco Garten» and «Homeward Impact» will bring a wave of fresh energy. Of course, well-known legend trucks such as «Rave the Planet» with Love Parade founder Dr. Motte, Sunice Festival and Klaus Klub will not be missing. The Ibiza label «AllINeed» is also firmly integrated into the Street Parade with its own stage, as are «Rakete», «Terrazzza», «Club Bellevue» and the «Zürich Openair ZOA».



New website - now also an APP The website has been completely redesigned and has a fresh and ultra-modern look. Content is now presented in a clear and playful way so that the desired information can be found with just a few clicks. Another new feature is an APP, which not only bundles all of the website's content in a compact format, but also impresses with numerous additional functions. Thanks to the integrated real-time location tracking, users can find out at any time which Love Mobile is passing by, which DJ is currently playing or where the nearest toilet is located.



Environmentally conscious with «Environment-Francs»

Sustainability and environmental awareness once again play a crucial role. Together with its partners, the Street Parade has been committed to sustainable processes for years and refines the concepts every year to ensure that the environmental impact of Switzerland's biggest event remains as low as possible. The organizers support a responsible approach to nature and the environment and invest one franc of every sold, invests one franc in the environment - with any surplus going to local charities.

>You can find the measures on page 6 in this document

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Media release

The official Motto and Media-Text of the Street Parade 2025 32nd Street Parade on August 9, 2025

A day to the beat of love

The most vibrant music event is approaching: Zurich celebrates the 32nd Street Parade on Saturday, August 9, 2025. On eight stages and 30 Love Mobiles, over 200 national and international artists will bring the diversity of electronic music to the streets - rousing, loud and full of energy. The motto «Live Love, Love Life» embodies what makes this day so special: this is where humanity dances, lovingly, free of boundaries, full of joy. Here, love is lived and life is loved.

Year after year, this unique event inspires anew - not only the visitors, but also its organizers. Joel Meier, President of the Street Parade Association: «For 31 editions now, the Street Parade has remained a fascinating phenomenon: a demonstration for the values of love, peace, freedom and tolerance». Yes, the Street Parade is still a demonstration today - a passionate call for peaceful and tolerant coexistence. «Live Love, Love Life» is this year's motto and captures the spirit of the times. Joel Meier explains: «On the day of the Street Parade, we live love and love life. There is an incomparable, magical atmosphere when the city is transformed into a colorful dream world to the rhythm of the beats». And, hundreds of thousands of people from the most diverse backgrounds - regardless of skin color, religion, sexual orientation or world view - come together and embody the Street Parade's attitude to life.

Vibrant techno culture

The Street Parade is more than just a mega rave - it is the annual engine of techno culture. It makes visible what often happens behind the scenes: a lively scene full of creative minds who put their heart and soul into providing impetus and shaping this culture. The day also shows that techno is more than just dance music. Techno connects, creates spaces, builds bridges. The electronic music and digital art scene has long since found its place as a recognized cultural asset - and will continue to do so in the future. The underground is still pulsating, while artists from the subculture are conquering the international charts. House and techno culture is alive, changeable, powerful - ready for new worlds of sound without forgetting its roots.

Ben Böhmer, Deborah de Luca, Kölsch, PAN-POT and another 200 DJs

Once again, visitors can look forward to a top-class stage line-up. The currently hottest DJs in the world will be guests in the city on the Limmat as international head-liners. But national stars such as Andrea Oliva, Animal Trainer and many more will also be part of the techno event. All DJs, whether world stars or rookies, share the spirit of the Street Parade and perform free of charge. The non-profit structure covinces the artists, who could earn a lot of money elsewhere on this day. Over 70% of the stage program consists of Swiss DJs, around a third of whom are female

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Enviroment

Uncompromisingly environmentally conscious. We are always getting better!



The Street Parade is the first major event in the world where all waste is 100% separated and recycled. The Street Parade has always been committed to sustainable processes and refines its concepts every year to ensure that Switzerland's largest event has as little impact on the environment as possible.

The Street Parade does not charge admission and is mainly financed by the sale of drinks. As a non-profit organization, it is of great concern to the Street Parade to offer visitors the best possible service, while at the same time protecting the environment and relieving the burden on local residents. That is why the organizers invest one franc from every drink sold in the health of the visitors and in environmental protection. Without increasing the price of drinks, the Street Parade thus supports a responsible approach to nature and the environment. With the introduction of the deposit system, the organizers ask the guests to buy their drinks at the official Street Parade stands. On the one hand, this contributes to the necessary co-financing of sustainable processes, and on the other hand, the empty containers are disposed of properly when they are returned.

So that the party has a future

- All drinks sold at the Street Parade stands are packaged in 100% recyclable PET or aluminum.
- All waste is sorted into PET, aluminum and metal in an elaborate process, and glass and cardboard are collected separately. This means that all waste from the Street Parade is recycled. The combustible waste is fed into the waste incineration plant and converted into CO2-neutral heating and green electricity. (100t waste = approx. 35'000l heating oil)
- Deposit system for beverages made of recyclable PET and aluminum return of empty containers to the appropriate recyclable material cycle.
- Food waste is collected, processed in a biogas plant and fed into the gas network.
- The containers at the food stands are environmentally friendly.
- CO2 emissions from the Love Mobiles are offset through a partnership with myclimate.
- All stages and food stands are powered by green electricity. Stand signage is made
 of storm wood and is also plastic-free.
- Glass collection teams in constant use: the Street Parade asks visitors not to bring glass with them. Shards of glass cause injuries and the early disposal of glass on the festival grounds by the deployed glass collection teams is very time-consuming.
- Comprehensive prevention campaign for arriving and departing by public transport. Partnership with SBB, ZVV and VBZ.
- Waste is collected separately at the recycling stations.
- Around 100 additional WC facilities are placed in the old town.

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Questions and Answers

How do I get to the Street Parade? When does it all start? Who's in charge of safety? Full details of the Street Parade 2025

When & where

- •<u>Date?</u> The 32nd Street Parade is to be held on Saturday, August 9, 2025, kicking off at 1.00 pm and ending at midnight.
- •Route? The 2.0 km-long Street Parade route will be the same as in the previous years. The Start will be at the Utoquai in the «Zurich Seefeld», from where it will head around the lakefront via Bellevue, Quaibrücke and Bürkliplatz, arriving at Hafendamm Enge at around 10 pm. The fun will continue at the eight stages until midnight.

How to get to the Street Parade

- •By train/Bus/Tram? The best way of getting to the Street Parade is by train, bus or tram. Special trains and buses running all night long will take you directly to the parade and home again. In Zurich City, the various party locations can be reached by tram and bus until 4 AM. Information about the schedule and the best ticket for you is available at sbb.ch/streetparade or zvv.ch.
- •<u>By coach?</u> Many travel operators offer special packages. Contact the operators directly. Information is also available on streetparade.com.
- •By car? Not recommended! There will be no parking spaces which means that traffic jams are a certainty. Every year people hundreds of visitors who refuse to believe this get stuck in the traffic while the Street Parade is in full swing down town.

Parties Partypeople can choose from as many as 60 parties in Zurich on the Street Parade Weekend. The official Street Parade stages will kick off at 1:00pm on Start-Area (warm-up only), Bellevue, Bürkliplatz, Kongresshaus, Limmatquai, Schanzengraben, Swisslife/Enge with a choice of bars, star-DJs and hoards of revellers to guarantee an exuberant party atmosphere.

Floats (Love Mobiles)

- •How many? There will be 30 Love Mobiles this year.
- •Can I travel on board a Love Mobile during the Parade? The Love Mobile organizers decides who gets on board. However, most organizers still sell tickets for their Love Mobile. Check our website.
- •What about being a DJ on a Love Mobile? The Love Mobile organizers decide who the DJs are.
- •<u>How are the Love Mobiles chosen?</u> From the many applications received, around 30 Love Mobiles are selected by a seven-member selection committee. The selection criteria include the general idea of the float (all applicants have to submit full details of their design), presence in the electronic-music-scene and previous Parade experience.
- •<u>Advertising?</u> No advertising of any kind is permitted on the Love Mobiles. The Street Parade is not a promotional parade. The Love Mobilists have to finance their own floats which have to comply with all the safety and noise regulations. Participation is free of charge.
- <u>Applications for 2026?</u> This autumn, the application form is ready for download on our website.
- •Love Mobilists' addresses? The Love Mobiles and their contacts are published on our website

Participants

- •How many ravers are expected at this year's Parade? That is difficult to estimate. At the last edition, around 920,000 visitors found their way to Zurich in dry weather conditions. The Street Parade is very weather-dependent. Thus, the organizers assume that the «fair weather attendance» (750'000-1Mio.) will not increase further. It is not about setting new setting new records. It is much more important that everyone enjoys the Street Parade and that the joy of each individual is transferred to the entire crowd. The Street Parade is not a show where you are «offered something», but an occasion to participate.
- •Where do the Street Paraders come from? The Street Paraders flock to Zurich from all over the world. 75% of all Visitors life in Switzerland.

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Questions and Answers II

Sales of refreshments

- •What's for sale? Our refreshment partner have organized an extensive network of refrigerated stands and a team of vendors to provide premium catering for over 900 000 people within a period of eleven hours. The Zurich Street Parade Association hopes to be able to cover most of the costs of the event from this refreshment team.
- •Licences? Nothing may be sold at the Street Parade without a licence. Since the Street Parade is partly financed by the catering facilities, unauthorized street vending shall be reported to the police and prosecuted.
- •Refreshment stand? No more applications can be accepted for this year's Parade. For technical reasons, the catering on the beverages side is to be co-ordinated by a single company. In any case, a lot of red tape would be involved if contracts were awarded to private individuals. All the stands for this year's catering have been assigned.
- •Food stand in 2026? Please apply by E-Mail to: market@streetparade.ch.

Advertising/Flyers

•Distribution of flyers? No printed matter or other type of advertising material, free samples, etc. may be distributed at the Street Parade. The mountain of rubbish will be high enough and we are responsible for waste disposal.

Costs

- •Entrance fee? As a demonstration on public land, there is NO ENTRANCE fee.
- •How is the Street Parade funded? The costs amount to around CHF 4.8 million. Around five-sixths of this is accounted for by production, office, stages, security, medical services, organization, cleaning and levies to the City of Zurich, and around 10% by information (media, website, app, social media, communication, TV and advertising (magazine, posters, banners, etc.). This is very little compared to other major events. These costs are covered by the involvement of sponsors and catering, among other things. Some parts of the organization are paid moderately. All employees, including wage earners, work for free in their free time. This is the only way the event can be held with the budget mentioned. The Street Parade Zurich association is the organizer of the Street Parade and is not profit-oriented. Any profit is invested for the coming years and/or donated to charitable institutions.

Economic boost An independent study by the Zurich University of Applied Sciences (HWZ) says that the Street Parade helps the Swiss economy to generate sales of more than 100 million Swiss francs: the crowds flocking to Zurich generate record sales for restaurants, hotels, grocery stores, cabs, transport companies, clubs, party organizers, boutiques, various retail businesses and hotels. Not included and difficult to quantify are the classic national and international media reports as well as the many positive messages in the social networks such as Facebook, Snapchat, Instagram, Youtube, TikTok etc.. These are consumed emotionally by a young target audience and «liked» millions of times.

Organization It's organized by the Street Parade Zurich association. The OC consists of 17 members. Around 2,500 people work on the event itself to ensure that it runs smoothly. The Street Parade is a non-profit event and is considered a political demonstration for love, peace, freedom and tolerance. This is anchored in the statutes of the association. As a free event, the Street Parade relies on many volunteers and the support of sponsors and partners.

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Questions and Answers III

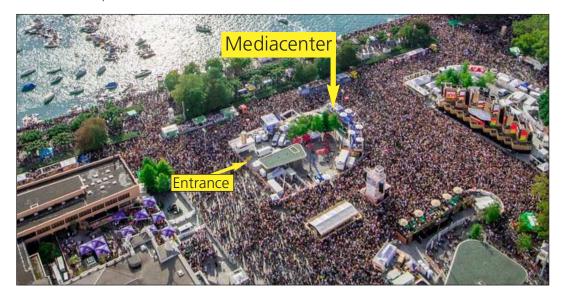
Safety

- •Who is responsible for safety at the Street Parade? An event such as the Street Parade requires months of preparation, including regular organizational meetings and countless preliminary discussions. Several sanitary stations and over 2'500 helpers are responsible for a safe and incident-free parade. These helpers include security personnel, drivers, Samaritans, ambulance staff, policemen and women, caterers, cleaners, radio operators and countless other helpers.
- •What can I do as an individual to promote safety at the Parade? Drink plenty of liquids. Don't use drugs. Do not climb unto traffic lights, trees, tram/bus shelters, scaffolding etc. The overhead tram wires will be under high voltage throughout the Parade. Use the lavatories provided. No hawking. Respect green spaces. No littering. Follow the instructions of the security staff. Thank you!

Waste

- •Where to put it? The entire catering concept is subject to the recycling idea. Only drinks in aluminum and PET bottles are sold. Under no circumstances should you bring glass bottles along the route. Shards are highly dangerous. The goal is to be able to return a large part of the waste to the recycling cycle thanks to a joint commitment.
- •<u>Volume?</u> 90 tons in 2024. A major problem is the glass bottles that visitors bring onto the route and dispose of there. The organizers appeal to the common sense of the participants. The Street Parade association has to pay the waste disposal costs itself.

The Mediacenter is located directly on the Street Parade route, on «Sechseläutenplatz» and will be open from 1:00 p.m. Accreditation (reporting media representatives only): medien@streetparade.ch



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General accreditations

- •<u>Do journalists need a press pass to take photographs at the Street Parade?</u> No. As the Street Parade is a demonstration held on public land, there are no restrictions on taking photographs.
- •Can I get accreditation for one of the pre- or post-parade parties? Please contact these organizers directly. You can find the contact details on their website





DIE STREET PARADE BEDANKT SICH BEI ALLEN PARTNERN, GÖNNERN UND SPONSOREN. UND GANZ SPEZI-ELL BEI UNSEREN BESUCHERIN-NEN & BESUCHERN. IHR MACHT DIESE EINMALIGE VERAN-STALTUNG MÖGLICH!

THE STREET PARADE SAYS THANKS TO ALL THE PARTNERS, SUPPORTERS AND SPONSORS AND OF COURSE VERY SPECIALLY TO OUR VISITORS. YOU MAKE THIS UNIQUE EVENT HAPPEN!

PRESENTING PARTNER





MAIN PARTNER









PUBLIC TRANSPORT PARTNER









CO-PARTNER





OFFICIAL CARRIER





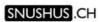
SERVICE PROVIDER

















MEDIA PARTNER















SUPPORTER A-Z

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