

## Media release

Blenio, 21 August 2025

### **First trees of the World Cup campaign planted in Ticino**

**Protecting nature, improving safety and making a statement: on 21 August, athletes Dario Cologna, Michelle Gisin and Fadri Janutin, together with representatives from the municipality, local foresters and Helvetia, planted the first 2,000 trees in a new protection forest project on the Lukmanier Pass in the Blenio Valley. The project envisages a total of around 20,000 new trees, which will help to reduce the risk of avalanches and rock slides in the long term, thereby also securing the route between Blenio and Surselva in winter.**

Of the roughly 25,000 trees collected by the members of the Swiss Ski Team last winter, thanks to the World Cup points they won, the first 2,000 are currently being planted. At the Lukmanier Pass, where there is a risk of avalanches and rock slides, the protection forest will provide long-term, natural protection, making the mountain pass that is crucial for the region more accessible in winter. To achieve this, Helvetia and the IDEA helvetia Foundation are supporting the canton of Ticino with the necessary reforestation.

Top Swiss athletes Michelle Gisin, Fadri Janutin, Helvetia Protective Forest Ambassador Dario Cologna, municipal councillor Vasco Bruni and deputy mayor of Blenio Loris Beretta gathered for the symbolic groundbreaking ceremony and planted the first trees together with representatives from Helvetia and foresters Daniele Barra and Stefano Baggi.

#### **Reforestation with tree species typical of the location**

"A protection forest is a proven means of protecting the pass from avalanches and rock slides in the long term", explains the head of the Forestry Office in the third district, Daniele Barra, which is supporting the planting of tree species typical of the location, such as larch (*Larix decidua*), Swiss pine (*Pinus cembra*) and mountain pine (*Pinus mugo*). "Since 2011, Helvetia and the IDEA helvetia Foundation have been committed to planting protection forests throughout Switzerland. We want to help prevent damage before it occurs – and in doing so, contribute to safety and quality of life in the affected regions", adds Jan Kundert, Head of Customer & Market Management at Helvetia Switzerland.

This media release is also available on our website [www.helvetia.ch/media](https://www.helvetia.ch/media).

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