

TRIVADIS HOLDS FIRST DIGITAL EASTER EGG HUNT IN SWITZERLAND

Zurich, 22 March 2021

Easter egg hunts are a popular Easter tradition in Switzerland. The winners are those who find what the Easter bunny has hidden. This year an Easter Egg Hunt 2.0 is taking place: The data specialist Trivadis is organising Switzerland's first ever digital Easter egg hunt in Zurich. The main prize is an exclusive dinner with Swiss celebrity chef Ralph Schelling.

People have hunted for colourfully decorated eggs at Easter since the 17th century. Trivadis is now moving the traditional egg hunt into the digital sphere: From 22 March to 4 April 2021, a digital Easter egg will be hidden on a poster in Zurich. If you find the egg, you can take part in the draw. The prize is an exclusive dinner with top chef Ralph Schelling, who – in non-corona times – travels around the world and regularly cooks for stars such as Coldplay or Paris Hilton.

POSTER + NFC TECHNOLOGY FOR THE DIGITAL EASTER EGG HUNT

For two weeks, there will be a poster showing a green meadow at Bahnhofstrasse 79 in Zurich. There is an NFC chip somewhere behind the poster – as soon as you get close to the chip with your smartphone, you are redirected to a landing page where you can register for the prize draw for the dinner. "With the first digital Easter egg hunt in Switzerland, we are only doing what we do every day at Trivadis: Explaining technology. Of course, we want to bring some colour to all of our lives especially in these difficult times and we hope our campaign will cheer people up. The winner gets to enjoy a first-class dinner, and, at the same time, we can support someone from an industry that is currently particularly affected," says Ivana Leiseder, Head of Marketing at Trivadis.

MAIN PRIZE: DINNER FOR TWO WITH RALPH SCHELLING

Ralph Schelling is passionate about cooking in private kitchens and at events in Switzerland and around the world. Although he likes to be inspired by his travels when cooking, he places great importance on using regional and seasonal products. The St.Gallen-born celebrity chef will cook for the person who finds the digital egg and wins the main prize: "I will cook a three-course meal (including wine) for two people with the winners, in which, of course, eggs will be the main component. I bring all the ingredients with me and provide practical aprons and give-away bags as well. I'm really looking forward to this evening!" The winners can help to cook the meal and will receive valuable first-hand tips.

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LINKS

Ralph Schelling's website: <https://ralphschelling.com>

Ralph Schelling on Instagram: [ralph.schelling](#) #ralphschelling

Trivadis is an IT service provider with headquarters in Zurich and 15 branches in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 750 employees supports its customers in the intelligent use of data. Customers include automotive manufacturers as well as insurance companies, banks and healthcare facilities. Trivadis was awarded the Microsoft Partner of the Year Award in the "Data & AI" category for the project at Kinderhaus AtemReich (a children's nursing home) in 2020. Further information about Trivadis is available at: <https://www.trivadis.com/en/>.