



MEDIA RELEASE

Pearls from the Jungfrau Region: First Jungfrau Microcosm Essential Guide released

Interlaken, July 2005 Unspunnen Festival, Jungfraujoch and cuckoo clocks? Of course – but so much more! Mother nature hasn't been exactly mean with highlights in the Jungfrau microcosm between Lake Thun and the Grimsel. The area almost bursts with brazen energy and the mountains stand in stately splendour. Not only true traditions thrive in this fertile soil but also an abundance of astounding items. The Jungfrau Microcosm Essential Guide has picked out the pearls, uncovered and dusted off the concealed. Many treasures have come to light – surprising and exciting. The Guide steers one past rundown pitfalls and directs one to agreeably authentic experiences. Just as authentic as the aura of the Jungfrau!

Pathos and action, forbidden love and fabulous settings – the Jungfrau Region is a popular location for Indian Bollywood films. Therefore, a Bollywood diva was taken on a tour in the microcosm Jungfrau as the pictures of the cover story show. The guide contains texts (German and English) as well as coloured photos and is divided into the following six chapters: Shopping & Finegoods, Body & Soul, Lounge & Dine, Bars & Nightlife, Sports & Outdoor and Excursions. A map shows where all the mentioned treasures are located.

The Jungfrau Microcosm Essential Guide was produced by Spot Werbung St. Moritz in cooperation with partners from the region.

For more information on the Jungfrau Microcosm Essential Guide have a look at <http://www.essential-guide.ch/jungfrau/web/index.php>.

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