

FESTIVITY, FESTIVAL, SCHÜPFEN

# SWISS BELL RINGERS AND COWBELL PLAYERS MEETING

From 21 to 23 August 2026, Schüpfen in the Bernese Seeland region will become the centre of Swiss cowbell and trychel culture. EST 2026 is the largest event of its kind in Switzerland, with over 240 trychel associations, around 3,000 participants and an expected 10,000 visitors. The focus is on living tradition, encounters and customs.

#### Schüpfen Culture and Adventure Trail – a new highlight

Special attention is being paid to the newly opened Schüpfen Culture and Adventure Trail, which brings the centuries-old tradition of cowbell ringing to life in a new way.

Historical insights into the cultural heritage of the region

Themed stations for families and interested visitors

Combining living tradition with modern adventure tourism

Hansjörg Rätz, President of the Organising Committee, emphasises: 'The EST 2026 is not only a big celebration, but also a strong sign of the importance of cowbell ringing as part of our cultural heritage. We want to make this tradition accessible to all generations.'

#### Programme highlights

Colourful parades with hundreds of cowbell ringers and Trychler groups from all over Switzerland (Saturday & Sunday)

Culture & adventure trail with themed stations

Market stalls, festival catering & regional specialities

Music, folklore & meeting zones

Field service & cowbell breakfast on Sunday

Uustryche – the traditional sound finale at the end

#### Prominent support

The festival is sponsored by several well-known personalities:

Lars Guggisberg, National Councillor: 'EST 2026 brings our cultural heritage to life and boosts tourism in the Seeland region. It connects people across generations.'

Christine Häslar, Member of the Cantonal Government of Bern: 'Cowbell ringing is an expression of living folk culture. It creates identity and cohesion – values that we particularly cherish in the canton of Bern.'

Christian Stucki, Swiss wrestling champion: 'Traditions such as cowbell ringing bring people together and create unforgettable experiences. I am delighted to be part of this festival.'

#### Regional significance

EST 2026 is not only a cultural highlight, but also an important economic factor for the region. Accommodation providers, restaurants and local businesses benefit from the large number of visitors. Tourism Biel-Seeland and Tourism Friesenberg actively support the event.

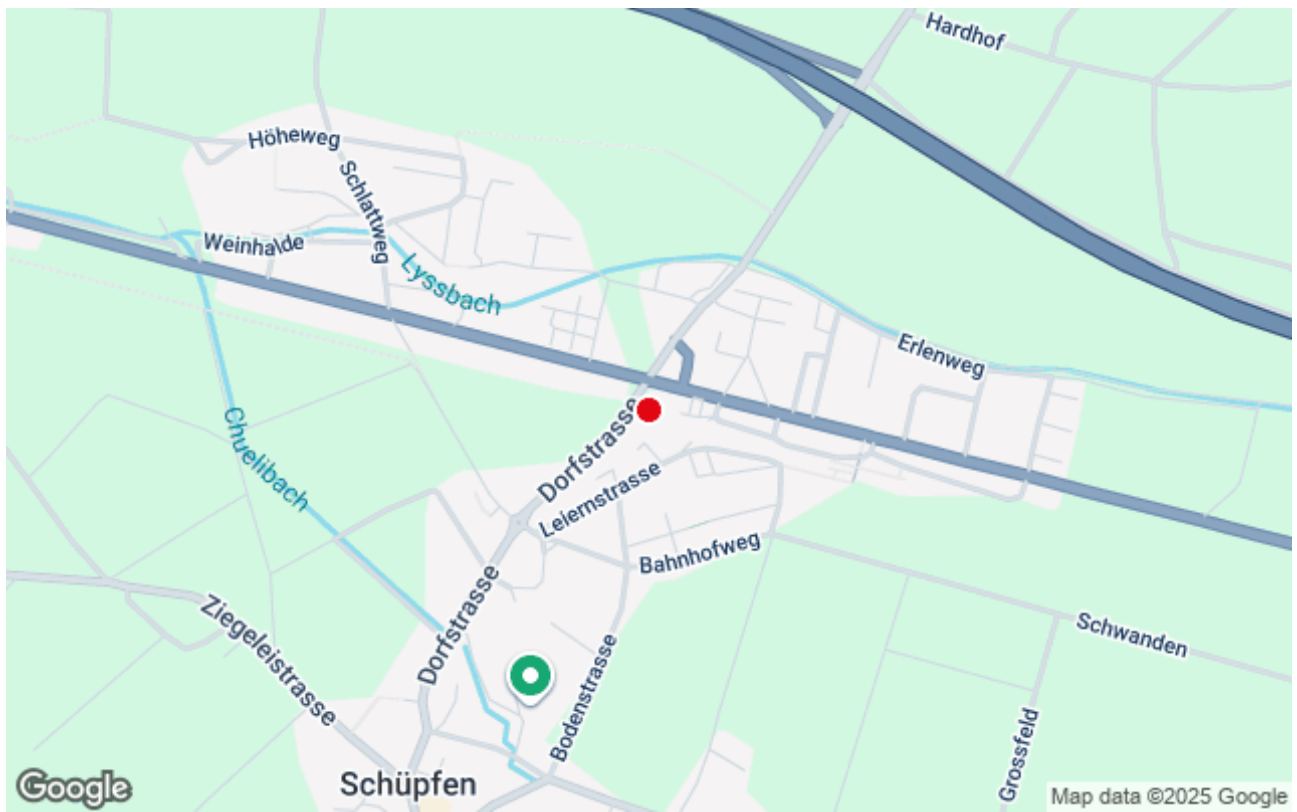
#### OPENING HOURS

From 21 Aug 2026 to 23 Aug 2026



#### CONTACT

Ganzes Dorf  
3054 Schüpfen



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