



Milano, 11 June 2026  
Press Release

## **MAMMAVVENTURA**

### ***A NEW JOURNEY BEGINS: EXPERIENCE, FAMILY AND DISCOVERY***

Mammavventura is taking shape and is preparing to become a new editorial and television project, capable of engaging a wider audience, new partners, and innovative storytelling formats.

Following its first events and experiences across the territory, a new adventure is about to begin, marking an important step in the development of this spin-off of Donnavventura, designed to tell the story of travel through the eyes of families.

The protagonist of this first experience will be **Iana**, a 36-year-old mother, accompanied by her two lively children: **Nikita**, aged 5, and **Leonardo**, aged 8. Joining them will be **Jessica**, one of the historic faces of Donnavventura, whose role will be to introduce the family to the spirit, values, and approach that have characterized the format for more than thirty years.

The journey, organized in collaboration with **Switzerland Tourism**, will take the group through some of Switzerland's most captivating destinations, selected for their beauty, accessibility, and ability to engage both adults and children. The experience will be made even more special by a unique feature: each day, a different Swiss panoramic train will be used, turning every transfer into an integral part of the adventure itself. The Mammavventura team will travel along part of the Grand Train Tour of Switzerland, which celebrates its 10th anniversary this year, combining scenic travel with family-oriented activities.

The journey will begin in **Lugano**, where Iana lives with her children, while Jessica will travel from Milan to Switzerland aboard the EuroCity train. The first stop will be Bellinzona and the **Blenio Valley**, with Campra serving as the operational base, before continuing to Lucerne aboard the famous **Gotthard Panorama Express**, combining rail travel with a scenic boat cruise.

From there, the route will continue to **Engelberg** and **Mount Titlis**, reaching an altitude of 3,000 meters, where ice caves, adrenaline-filled experiences, the new Titlis Tower, breathtaking views, and activities designed for the whole family await. The itinerary will also include experiences connected to local traditions, such as a visit to Engelberg Monastery.

The adventure will continue aboard the **Luzern–Interlaken Express** to Interlaken, where a new operational base will be established in the **Bernese Oberland** region, surrounded by lakes, boat excursions, kayaking, and a variety of outdoor activities.

Travelling once again by train, this time on the GoldenPass Express, the group will reach the **Montreux Riviera**, where the journey will be enriched by visits to castles, mountain bike trails, and Chaplin's World, located where the legendary artist lived with his family.

The final part of the itinerary will take the family to **Bern**, where they will explore the Clock Tower, the famous fountains of the historic city center, and the Bear Park, before boarding the charming **Green Train of the Alps**, which will bring the group to **Domodossola**, the final destination of this extraordinary experience.

It will be an intense week filled with emotions, activities, and content that will be shared day by day through the social media channels of Donnavventura and Mammavventura.

This project represents much more than a simple journey: it is a new way of telling stories about tourism, family life, and the discovery of local territories, while audiences await the upcoming television debut of the first episodes of this exciting and promising new spin-off.