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Happy birthday "Swiss Review"

30 is a good age. The dreadful turbulence of the "Sturm und Drang" years has given way to a degree of calm, yet one is still in the prime of life. The freshness of youth is not yet threatening to fade, and the beginnings of maturity make for a more interesting face.

The same is true of the "Swiss Review", which this summer celebrates its 30th birthday. From the tentative steps of infancy, it has steadily grown to acquire a solid, permanent pace. The anniversary issue now in your hands provides proof that it still has a spring in its step and is not afraid to go its own way at times.

A red-letter birthday is always an occasion for simultaneous satisfaction and reflection. Satisfaction about what has been achieved, and about the messages of gratitude our readers send us; satisfaction about the privileged task we have been assigned and the support of the Swiss government, which allows us to send you "Swiss Review" six times a year free of charge. At a time when the Confederation, too, is reaching for the red pencil, this should by no means be taken for granted.

The "Swiss Review" is published by the Organisation for the Swiss Abroad (OSA), a private institution that represents your interests. Although it does not have the means to self-finance the printing and dispatching of "Swiss Review" and is therefore dependent on support, the editorial team enjoys absolute autonomy. Its members meet regularly, discuss every article in depth, and carefully examine every commentary; because the unassailable nature of editorial freedom commits us to the highest standards of serious journalism.

Nevertheless: the Left find us too right-wing, and the Right too leftist. Some right-wing Swiss politicians would be only too willing to see the Confederation turn off our financial tap, and in so doing shoot the messenger. Is it really wrong for an editorial team to report on the more critical aspects of the home country rather than suppress them? It is precisely in such situations that we are glad of our Swiss Review Committee, a body composed of publicists and Swiss Abroad which monitors the political balance of our publication.

With a subscription base of more than 360,000, we receive all sorts of responses. One Monday morning recently, we received the following brief message from Florida: „We LOVE the Review!!!“. Such spontaneous declarations are music to our ears, for which many thanks!



Gabrielle Keller

On this red-letter birthday, however, the "Swiss Review" also wants to reward your loyalty with a special gift for the younger readers among you. On 20 August we will be activating "swisskids", the new Internet platform for young Swiss Abroad. You can find it on our website at www.revue.ch. Have fun reading and browsing the new site!

"Swiss Review" provides all Swiss nationals resident abroad with information about current affairs at home, the activities of Swiss clubs abroad, and administrative issues. If we additionally succeed in bringing some pleasure into your home with "Swiss Review", then we have achieved our objective: today, just as much as thirty years ago.

Gabrielle Keller

Translated from German.



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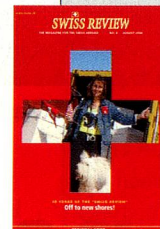
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The household effects are packed in a container, and soon the journey to new horizons will begin. When it comes to the courage to emigrate, scarcely any other nation matches Switzerland. As soon as Swiss leave our country and register in their new place of residence, they receive the "Swiss Review" free of charge. And have done so for 30 years!

Photo: Martin Heimann, Arlesheim

On this red-letter birthday the "Swiss Review" wants to reward your loyalty

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www.revue.ch

Swiss Review, the magazine for the Swiss Abroad, is in its 31st year of publication and is published in German, French, Italian, English and Spanish in more than 25 regional editions. It has a total circulation of over 360 000. Regional news appears four times a year.

Gabrielle Keller (gk), Editor-in-Chief; **Rolf Ribi** (RR), **Isabelle Eichenberger** (IE), **Charly Veuthey** (CV), **Gabriela Brodbeck** (BDK), responsible for the Official News, Swiss Abroad Service EDA, CH-3003 Berne. **René Lenzin** (RL), reporting from parliament. Translation: **Nicolette Chisholm**.

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