



Community News in English Association

Press release 1/2

NEW ASSOCIATION BACKS COMMUNITY MEDIA PROJECTS IN ENGLISH

11 December 2008, Saint Prex, Switzerland – A non-profit association is being created to fund independent community journalism for the growing international population in Switzerland, in English. It will seek a broad base of corporate funds for the projects it supports, starting with online newspaper GenevaLunch.com. “The Lake Geneva region’s international community has come of age, and it deserves independent, good quality journalism in English, easily available to everyone. That’s what we want to ensure, and for a larger audience, over the long-term,” says Ellen Wallace, founding member of the board for the new Community News in English Association.

genevalunch.com

COMMUNITY NEWSPAPER ONLINE
LAKE GENEVA REGION: SWITZERLAND, FRANCE

[home](#) [news](#) [guides](#) [resources](#) [events](#) [blogs](#) [photos](#) [about us](#) [contact](#)

BOARD MEMBERS REPRESENT INTERNATIONAL COMMUNITY MIX

Wallace, an American-Swiss journalist with nearly 30 years experience with major media (*Time Magazine*, *Business Week*, *International Herald Tribune*) is the owner of Zidao, the digital publishing house that produces GenevaLunch.

She will be joined on the board by:

- Patrick Mossu, general manager for the Richemond Hotel in Geneva (representative, corporations)
- Lynette Thorstensen, director of communications, World Business Council for Sustainable Development (representative, international organizations).

The board will be enlarged to include members-at-large in 2009.

The Association and the media it supports are independent, non-political, non-partisan, non-religious and multi-cultural.

GENEVALUNCH AND L’HEBDO: JOURNALISM PARTNERSHIP

L’Hebdo, a leading Swiss news magazine, has agreed to a journalism partnership with GenevaLunch, initially to exchange some content and ideas, with other options to be explored.

GENEVALUNCH.COM FIRST PROJECT FUNDED BY ASSOCIATION

The non-profit association’s first project, GenevaLunch.com, began as a pilot project in June 2006 and in September 2007 it began to sell advertising to defray costs. It is produced five days a week. Its popularity has grown steadily despite its low budget, to 20,000 pages viewed a month.

It will use funding from the association to develop a strong community service approach to news and information. Advertising sales will continue, as a service to the business community and to contribute to costs.

For further information, feel free to contact :

Christine Métayer-Apfel

Press Contact

+41 78 77 405 95 – christinem@theteam.ch

Ellen Wallace

Community News in English Association

+41 21 806 38 00 – wallacee@zidao.com



Community News in English Association

Press release 2/2



About Zidao

Zidao works with partners on a variety of digital and print content projects, the most recent of which is the first-ever English adaptation of the reference [Swiss Wine Guide](#), in stores 25 November 2008. The book, which lists some 450 Swiss producers and presents the country's wines in detail, is produced jointly by Ringier Romandie and Vinea, and is sponsored in part by the Swiss government. In 2009 Zidao will publish a new edition of its popular reference work, *The Fine Line, communicating clearly in English in an international setting* (7,000 copies sold internationally).

genevalunch.com

About GenevaLunch

Produced Monday to Friday, online at www.genevalunch.com

GenevaLunch is a community newspaper that sets out to provide a news service to help bridge the gap between the corporate and international organization worlds in the Lake Geneva region. It also aims to create closer ties between this international community and the Swiss communities in which these people live and work.

- Offers news and information for the international community: resident population of half a million plus visitors, half a million; *in English*
- Helps newcomers and people learning French to *understand key stories* in local media by covering these and linking to them
- Provides an *international perspective on many Swiss stories*
- Creates a greater sense of community to help *raise the profile of the English-speaking population*, to give it a voice and a better image in the region
- Draws on a *wealth of experience* from journalists and others who have lived in the Lake Geneva area for many years
- Ensures that *news on the web is free and equally available to all*, to build a more open and sharing community.

For further information, feel free to contact :

Christine Métayer-Apfel

Press Contact

+41 78 77 405 95 – christinem@theteam.ch

Ellen Wallace

Community News in English Association

+41 21 806 38 00 – wallacee@zidao.com