



GenevaLunch

press release

GENEVALUNCH: Lake Geneva region website strengthens its role as the main source of regional news and information online in English

11 December 2007, St Prex, Switzerland – GENEVALUNCH announced Tuesday that it is completing its transition to the Lake Geneva region's only news site produced entirely in English, published and edited by professional English-language journalists. It will end its first full year 31 December with well over 12,000 returning visitors, 78,000 total visitors and 140,000 pages viewed. The site is free.

GENEVALUNCH was created in mid-2006 as a pilot project, a volunteer community news blog.

"I've lived here for 22 years, watched the growing internationalization of the region and felt that we need a good quality English-language daily news service," says publisher Ellen Wallace. She came to Geneva as a reporter for *Time* magazine in 1985 to cover the Reagan-Gorbachev summit that ended the cold war.

GENEVALUNCH caters to English speakers in an area from Geneva around the lake to Villeneuve and over the border in France. It provides news, information and community services for foreign residents to help them become better integrated into the life of the region. It also provides news and timely information for tourists, for example its weekly ski news roundup.

GENEVALUNCH works with WRS, the main source of local news for English speakers for the past 10 years. Ms Wallace writes "Talk of the Country," the station's online news blog, four days a week. WRS provides good service to English speakers in Switzerland, Ms Wallace notes. "Radio is great, but it's ephemeral. People also need reliable information they can find at any time. The English-speaking community is growing and word of mouth is no longer enough for people to find each other and to learn what is happening regionally."

GENEVALUNCH now has five regularly contributing journalists and, new the week of 3 December, nine professionals from the English-speaking community who contribute blogs covering their areas of expertise.

Contact Ellen Wallace, editor: +41 21 806 3800,
editor@genevalunch.com. The site: www.genevalunch.com.
The tag line: News for the Lake Geneva region – nibble or feast!

Details:

GENEVALUNCH grew out of the **Lift06 conference in Geneva**, initially as a pilot project that used blog technology in a new way to create a low-cost community newsletter. In mid-2007 the site began to accept advertising from companies active in the English-speaking community and it is now seeking sponsors to strengthen its reporting team. It is published by Zidao Communication in St Prex.

GENEVALUNCH has added several new features as part of its move to a professionally produced online news site:

- **Blogs** on Swiss politics, sports, Swiss wine, regional food, finance, tips on living Green, personal growth, as well as blogs on books, Alpine gardening, Euro08, life in Nyon and reflections of a traveling international worker
- **community events calendar** in addition to a weekly selection of Editor's Events
- **continually updated resources** for the English-speaking community, with a weekly spotlight on a selected resource
- **guides to many aspects of life in the Lake Geneva region**, for foreigners, starting with a *Guide to managing your finances* (several others are underway)
- **weekly ski and snow news roundup.**

The staff:

- Publisher and editor: Ellen Wallace (previously worked as a reporter covering Switzerland for *Time*, *Business Week*, *International Herald Tribune* and as a feature writer for several major US magazines)
- Guides editor: Anne Glusker (editor and writer for the *Washington Post* and contributor to the *New York Times*)
- Events editor: Catherine Nelson-Pollard, who writes regularly for *Expatriate Abroad* magazine
- Resources editor and reporter: Laila Rodriguez, previously executive producer at Telemundo-NBC in New York and news editor for Univision, the largest Spanish language TV network in the US, now also working with Al Jazeera network in London.
- News and sports reporter: Graham Dunbar, previously worked for television in the UK and contributor to UK publications including the *Times*.

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