

NEW YORK

swiss roots

Discover the Land of Your Forefathers

Over one million Americans have Swiss roots, more than 5,000 American cities have Swiss names, and countless Americans are fascinated by the culture, diversity, and beauty of Switzerland. By the

Swiss representations in the U.S. and is supported by numerous organizations, including Presence Switzerland, Pro Helvetia, and Switzerland Tourism. **swiss roots** offers many possibilities for pro-

find relatives and get in touch with them. Starting in 2006, visitors to the website will have access to features such as a calendar with upcoming **swiss roots** events and profiles of famous Swiss emigrants.

They will also have the opportunity to exchange ideas with like-minded people in both countries. Visitors who feel inspired to visit the land of their forefathers can use the resources listed on swiss-roots.org to plan and book their trips.

There will also be various events in the U.S. to promote **swiss roots**. An exhibit about Swiss immigration to the U.S. will be at Ellis Island in New York from August to October 2006. A postal vehicle will

drive through several U.S. states and visit cities with Swiss names. Additional events will take place in the five U.S. states that have the highest concentration of Americans with Swiss roots (California, Ohio, Pennsylvania, Wisconsin, and New York). **swiss roots** is a unique attempt to bring people from two countries with common interests and traditions closer together. It offers them the opportunity to learn more about their heritage while discovering interesting and exciting new possibilities. It is an ambitious experiment dedicated to reviving old relationships and creating new ones.

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Picture of pins:
Hello Inc., New York*



same token, there are many Swiss people whose connections to the U.S. have increased as a result of tradition, personal interest, or the allure of the country.

Beginning in 2006, all of these people will have access to a platform that will allow them to explore their interest: **swiss roots**. This project is being launched by

moting cultural, tourist and economic interaction between the U.S. and Switzerland.

The centerpiece of the campaign is the **swiss roots** website www.swissroots.org which will allow Americans to discover their Swiss roots and the land of their forefathers with just a few mouse clicks. They may even be able to

drive through several U.S. states and visit cities with Swiss names. Additional events will take place in the five U.S. states that have the highest concentration of Americans with Swiss roots (California, Ohio, Pennsylvania, Wisconsin, and New York).

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