

The Zug Post - Launch Party

Zug, 15th of January 2009

Congratulation on the birth!

Address of Matthias Michel, Member of the Zug Cantonal Government

Ladies and gentlemen

On behalf of the Government of the Canton of Zug I congratulate on the birth of The Zug Post. After some month of pregnancy and only some days after birth we can say, that The Zug Post is a beloved baby - welcomed by everyone and easy to handle. And I may say: it is a typical Zug Baby: Very local regarding the personality (a lot of local news) one the one hand, very international regarding the language and the behaviour on the other hand.

I congratulate the the Junior Chamber of Commerce, who stood at the beginning to initiate this project - an integration project in a public interest. In medical terms you could stand for the sperm donor of this child. And then, I congratulate the parents, the Neue Zuger Zeitung and Zug4you - like father and mother your will be at any time on the Side of Zug Post.

When it comes to the godfathers of the Zug Post - in full respect of other potential claimants - we as the Government of the Canton of Zug claim to be the godfather, or at least one of the godfathers: Why? By supporting financially the start of your young life, dear Zug Post, we feel like a godfather. We hope, that our initial payment will cover your needs for some years, and you will not ask us every year for more....

I can tell you, litte goddaughter, everyone within our Government was keen to bet he first godfather, as to say: Everyone wanted to bet he one to be responsible for this support and to suggest it to the others. And of course, no conditions are linked with our sponsoring. Apart from our expectation,

1. that, of course, you tell only good things about your godfather,
2. that, especially, at least once a week, your godfather appears in the topstories,
3. that, we can give you every message we want to be published on your news-page,
4. that, every year, we as godfathers, are invited to a huge birthday - party,
5. and, finally, that, when it comes to the next elections, you will accept no picture nor text from any other candidates except the seven present ministers.

But as I said, no conditions. And you, little goddaughter, you won't need any. As, my goddaughter, you will behave well. I wish you a good life!