

Swiss National Day 2017 Celebration

WORLD PREMIERE! This year we will attempt to establish the GUINNESS WORLD RECORDS™ title for the Largest yodeling lesson!

NEW YORK, NY, UNITED STATES, July 25, 2017 /EINPresswire.com/ -- [The Swiss Society of New York](#), together with the Swiss Benevolent Society of New York, the Swiss Soccer Club of New York, and the Swiss Ski Club of New York, will hold the annual [Swiss National Day](#) Celebration at Studio Square Beer Garden in Long Island City on July 29, 2017, starting at 12.00pm. In the NYC-Area the Swiss National Day Celebration is one of the most popular events. Every year, hundreds of families and individuals come to enjoy fine Swiss food and drinks, distinctly Swiss entertainment, and activities for people of all ages. The Swiss National Day Celebration will also host the Swiss Village, which features other Swiss non-profit organizations, clubs, and vendors presenting uniquely Swiss items. Swiss National Day is held under the patronage of the Consulate General of Switzerland in New York.

Tanja Dreiding Wallace, President of the Swiss Society, looks forward to the celebration: "It's our pleasure to celebrate Swiss National Day and have the chance to make Swiss history by learning to yodel with Rene W. Steiner, during a GUINNESS WORLD RECORDS official attempt for the Largest yodeling lesson title! Thanks to our numerous generous sponsors, guests will enjoy a magnificent day with wonderful Swiss entertainment. "

The Swiss National Day in New York City is a yearly event, held on or around Switzerland's official August 1st National Day, commemorating the founding of the Swiss Confederation in 1291. It brings together Swiss, Swiss-Americans, and friends of Switzerland for a day of festivities and celebration. Tickets to the event can be purchased directly at the entrance, as well as tickets for our raffle. Our



We will attempt a world record in yodelling this year!



Impression from 2016 SND event

raffle includes great prizes which have been generously donated by our sponsors, and helps to offset the large costs of putting on the event.

Sponsors: Rolex, Swiss Re, Vontobel Swiss Wealth Advisors (VSWA), Transcontainer Transport Inc, Swiss International Air Line, Osswald Parfumerie, Credit Suisse, Emmi Roth USA, Victorinox, Ricola USA Inc., Switzerland Tourism, Nespresso USA Inc., UBS AG, Fracht AG, Paragon Coffee, Schindler, Buhler Inc., La Prairie, Valmont, Panorama Knife.

Useful Links / Additional Information

More Information on the Swiss National Day:

<https://www.swissnationaldaynyc.org/>

History of the Swiss Society New York

Since its beginnings in 1882, the Swiss Society has expanded greatly in reach and impact. In 1888, the Society began to hold annual banquets at prestigious New York hotels. For many years, the Astor Hotel on Broadway, formerly between 44th and 45th Streets, was the primary venue for these events.

In the 1920s, the Swiss Society began to transform itself into an organization carried by the growing Swiss business community in New York. This also brought about a change in the scope of the annual banquet; with a new set-up as a charitable [annual ball](#), the now famous Swiss Ball was born.

Throughout the 20th century, the Swiss Society played a key role in the Swiss community of the greater New York area. In 1951, it began to organize luncheons (initially called “Déjeuners Suisses”) that featured prominent politicians, businessmen, scientists, artists, and journalists from Switzerland and the United States. It also organized Swiss National Day celebrations and other events. In 1991, the Swiss Society participated in the celebrations for the 700th anniversary of the Swiss Confederation.

The Swiss Society of New York is a private non-profit organization committed to encouraging the extensive historical friendship between the United States and Switzerland, and to supporting Swiss culture and heritage in the New York tri-state area and other regions of the United States.

For further information:

Write to info@swissociety.com or call 212-755-1790 (Secretary's Office). Ask for Tanja or Hansjürg and your call or message will be forwarded.

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