

Vesa-Pekka Kangaskorpi

President and CEO

On behalf of free speech

Keskisuomalainen is our country's oldest Finnish-language newspaper still in print. A newspaper established under the name Keski-Suomi was born from Kansan Lehti, a paper that was published and delivered as the inspiration of district veterinarian Wolmar Styrbjörn Schildt. Heikki Fabian Helminen established Keski-Suomi in 1871, a year after Kansan Lehti ended its operations.

Schildt's publication, Kansan Lehti, was however the first real regional newspaper in Finland. Already in 1868, Kansan Lehti was asking "What, in fact, is the Keski-Suomi (*Central Finland*) region?". This is regarded as one of the first statements on behalf of the establishment of our region.

The district veterinarian stopped publishing the paper due to his many other responsibilities. In its place came the Keski-Suomi newspaper, which today is known as Keskisuomalainen. The favourable atmosphere for the establishment of a newspaper was created in Jyväskylä by the spiritual heritage of Wolmar Schildt and the spiritual atmosphere created by the country's first Finnish-speaking school established in 1858.

In recent decades, a large and vital media group has grown around the Keskisuomalainen newspaper, which has drawn a large part of its initial strength from Jyväskylä and its surrounding region. The paper's task has been and continues to be to promote the vitality of the community and learning. The promotion of freedom of speech and democracy has guided the paper since its establishment.

Finland's 100th anniversary celebrations offer a wonderful context for the Athenis Finlandiae cultural event, which is also celebrating an anniversary this year. From the point of view of a media company and newspaper, "Neologisms of Wolmar Schildt", the theme chosen in honour of the celebration, is the best title possible. A newspaper lives by words.

On behalf of the Keskisuomalainen Group and Keskisuomalainen newspaper, I congratulate the Athenis Finlandiae event and wish it a future full of vitality.

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Keskisuomalainen Oyj