

PRESS RELEASE

Wasa Daily, Waasan Päivälehti and Wasa Dagblad celebrate 2 years of news, engagement and cultural coverage in our region

It is with great pleasure that we celebrate two years of news, engagement and cultural coverage for our region through Wasa Dagblad, Waasan Päivälehti and Wasa Daily. Since their inception, these newspapers have become an important part of the local media landscape – and are also almost the only locally owned newspapers in Vaasa and the surrounding area.

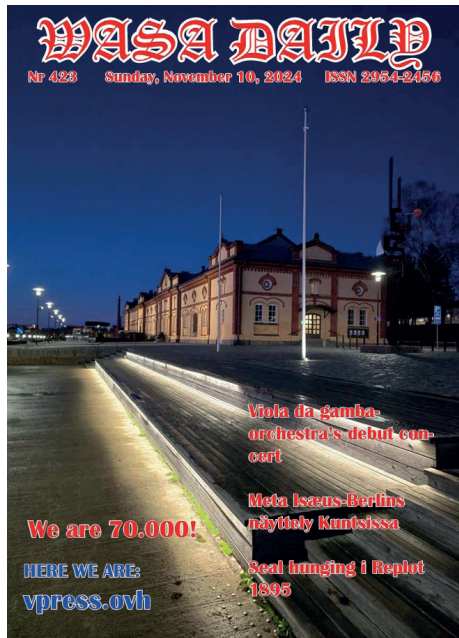
A unique contribution to the region

Wasa Daily, our English-language pride and one of the only English-language newspapers in Finland, is complemented by the Finnish-language Waasan Päivälehti and the Swedish-language Wasa Dagblad. Wasa Daily also publishes content in Ukrainian. These newspapers distinguish themselves not only through their local ownership but also through their focus on quality, objectivity and strong cultural coverage.

Although the newspapers have so far only been published online once a week, we have reached readers through our focus on relevant news, in-depth cultural articles, historical themes and updates on climate issues.

Digital first – but with plans for the future

Our vision for the future is ambitious: we aim for daily publication on the net and a comprehensive paper newspaper every Friday, filled with content for the



entire weekend. However, this is a development that requires time and support – especially from our sponsors and advertisers.

Cutting-edge technology

Wasa Daily is also a pioneer in the use of AI technology in journalism. Tools such as ChatGPT-3, Gemini, Monica and Aria help us with everything from fact-checking and translations to creating news texts that are then carefully reviewed by the editorial staff. AI is only an aid, the journalists are fully responsible for the texts.

History guides us forward

We value history and its lessons – as the American philosopher George Santayana put it: "Those who cannot remember their history are condemned to repeat it." Our readers are regularly offered articles that shed light on the history of our region, which

helps us better understand our past, present and future.

Together towards the future

As we now enter our third year of operation, we do so with great excitement and gratitude. We look forward to welcoming more readers and receiving their feedback. With this, we would like to extend a big thank you to all our readers and partners who have been with us during these two years.

We wish you all a HAPPY NEW YEAR and look forward to even more news-packed days together.

For further information, please contact:

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The newspapers can be found here:

<https://vpress.ovh>

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