

## **A Message from the President - Script**

«Dear participants of UEFA Women's EURO 2025.

It is a great pleasure for me to welcome you to Switzerland – this beautiful country in the heart of Europe – and this summer, quite literally, at the heart of women's football.

You come with determination – because, of course: you want to win.

But – allow me to say this as your host – perhaps you might also consider the possibility of not winning?

Wouldn't it be a pity to miss all this?

A haven of stability, a variety of scenic landscapes. A walk through one of our historic towns. A dinner shared without match tactics to discuss.

Now – I am aware – this might give the impression that I am trying to improve Switzerland's chances of winning the tournament. That is – of course – not the case.

We simply want you to know – and to remember:

In Switzerland, even if you lose, you win.»