

**Oui, je le veux. Ja, ich will. Sì, quiero.**

## **Languages gain in importance as number of bilingual couples rises**

**London, 14 May 2013:** With the wedding season around the corner, Rosetta Stone asked bilingual couples about the role of languages in their relationship. Today, almost one in three children born in England and Wales have at least one foreign-born parent.<sup>1</sup> With multi-lingual marriages giving birth to multi-lingual children and families, "I do" is as much about "to have and to hold" as it is about a commitment to the vocabulary each partner and their offspring will be immersed in "from this day forward". Veronica, Italian living in London and married to Hector from Peru, says: "Our son speaks Italian, Spanish and English since he started to talk. Being able to speak each other's mother tongue makes us feel at home every time we travel to each other's country because we can easily communicate with people without the need of someone who translates for us."

### **Love is... – learning a new language for your partner**

To learn the mother tongue of your partner is probably one of the most romantic gestures there is. It enables you to say "I do" in another country and will let you grasp all the good compliments the relatives lavish on you on the wedding day. Rosetta Stone provides language solutions for couples, who want to immerse themselves in the language world of their partner.

A Rosetta Stone survey revealed that one of the main motivations to learn a new language is the love for a partner: 43% of the interviewees would feel inspired to learn a new language if they met a partner who spoke a different language. Sylke Riestler, Managing Director of Rosetta Stone, emphasises the merit of language skills in a relationship between partners of different cultures: "From day-to-day chit-chat to heartfelt expressions of love, being able to share these moments in your partner's language reinforces the relationship. It's another way of demonstrating love and commitment and allows genuine integration into a loved one's life, family and culture." Barbara Cacao knows how important that is. She is the founder of an [Online-Travel-Guide](#) for Vienna. She lives in London with her husband, who is Portuguese: "It would be great if my husband was able to speak German at family reunions or with our kids at home. It enhances the quality of living together as a family tremendously." Barbara's husband just started learning with Rosetta Stone and has already seen the benefit of its intuitive method.

### **Maya-Ceremony in Mexico or Cowboy-Marriage in Canada**

Knowledge of the local language is very helpful when you are about to tie the knot in a foreign country. It makes conversations with local authorities easier, particularly if you want your marriage to be officially recognised back home. And the local marriage ceremony in a foreign language can be mysterious but you might also miss out on something. For the British couple Lisa Grant and Alex Pelling marriage is no one-time adventure: Their three-year trip takes them around the globe to get married in countless countries and cultures. They share their experiences in their blog [2people1life](#) and that way hope to raise funds for UNICEF. Alex has experienced how important language can be on the trip: "We had a wedding ceremony in Panama with the Embera tribe. Spanish was a second language to the Embera as a result we had to have two translators for Embera and for Spanish. We always wonder what was lost in translation. We wish so much we had known about Rosetta Stone before we left and taken the time to learn Spanish!" They are now catching up using Rosetta Stone. The intuitive learning method allows each learner to quickly gain the confidence and skills to speak in a new language. Whether it's a Mexican Maya-Ceremony or a wedding on horseback in Canada – saying "I do" in the local language is made easy with Rosetta Stone.

<sup>1</sup> [The Telegraph](#), 1 May 2013

#### **About Rosetta Stone**

Rosetta Stone provides cutting-edge interactive technology that is changing the way the world learns languages. The company's proprietary learning techniques-acclaimed for their power to unlock the natural language-learning ability in everyone-are used by schools, businesses, government organizations and millions of individuals around the world. Rosetta Stone offers courses in over 20 languages, from the most commonly spoken (like English, Spanish and Mandarin) to the less prominent (including Swahili, Swedish and Tagalog). The company was founded in 1992 on the core beliefs that learning to speak a language should be a natural and instinctive process, and that interactive technology can activate the language immersion method powerfully for learners of any age. Rosetta Stone is based in Arlington, VA., and has offices in Harrisonburg, VA, Boulder, CO, Tokyo, Seoul, London, and Sao Paulo.

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