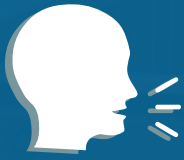


Why Learn Finnish?



Speak to Finns around the world! Finnish is an official language of the European Union, and is spoken in Sweden, Norway, Russia and the Republic of Karelia. Waves of past emigration went to Brazil, Canada, the U.S. and Russia, so Finnish today is spoken by more than 5 million people world-wide.



Join the best! Finland tops the world today in education, equality, governance, the environment and control of organized crime. Learn how Finnish culture underlies one of the world's most effective governments, and enjoy one of the world's best places to live!



Practice the art of Sisu! The Finnish concept of *Sisu* has no exact translation to English. Springing from deep in the Finnish spirit, *sisu* means continuing to act even in the face of repeated failures and extreme odds. It has helped make Finland the success it is today.



Uncover your roots! Well over half a million Americans have Finnish ancestry. Language is the best way to connect with the past, and understand your cultural heritage.



Embrace a language with very different rules! Finnish has words with no gender, is spelled like it's pronounced (great for spelling bees!) and has a remarkable list of long words. Rated an extra-difficult Category IV language, Finnish is exceeded in degree of difficulty for Americans only by languages like Arabic, Cantonese and Japanese. Learning Finnish takes *sisu*, but ever after, any other language will seem easy!



Explore the origins of *The Lord of the Rings*! Build on the language you read in *The Lord of the Rings*, which is based on the Finnish epic Kalevala, a huge inspiration for J.R.R. Tolkien.



Enjoy sauna culture! No one else does saunas quite like the Finns! With 5 million people, Finland boasts nearly 3 million saunas, used for everything from health and hygiene to relaxation, cooking to convivial gatherings. Finns invented the sauna – archaeologists have found some 7,000 years old – and sauna culture remains a cherished and deeply enjoyable part of life in Finland today.



Fire up your winter sports! Finland is home to some of the world's best hockey players and boasts some of the world's top skating, snow-shoeing and cross-country skiing. Learn the winter sports moves you've always wanted to do!



Learn new emojis like no other! Learn Finnish and understand Finnish culture, and you'll be able to use a new and unique set of emojis like a real Finn. Finland is the first country in the world to create its own emojis.



#LivetheLanguage

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