

Editorial

Dear Readers,



You are holding the February issue of the SV Magazine in your hands. It's hard to imagine that the second month of 2021 is almost behind us already. After a brief period of relaxation in the summer of last year, another lockdown has been with us since November 2020 and has brought our lives to a standstill more than ever. Nobody can make even somewhat reliable predictions about the future at the moment, so we still find ourselves in an, increasingly unbearable, passive state of waiting. In the meantime, this has been affecting all of our moods to some extent. However, let's stick together and not lose hope for at least a partial improvement that will finally make our club life possible again. That's what we all long for so much!

In my report in the December issue of the SV Magazine, I described in detail the challenge the pandemic poses for press and public relations. And also, that despite coronavirus, there are good opportunities to present ourselves positively to the outside world. Some local groups have shown through various initiatives how one can successfully face this dreary situation with ideas and ingenuity. Thank you very much for that! The campaigns and videos not only entertain us, they help us connect and make it clear how much we identify with our hobby.

All the positive examples also help to improve the image of our German Shepherd in the outside world. In my opinion, there has been a noticeable improvement here, not least due to the excellent cooperation with my colleagues on the SV Public Relations Committee. I would like to thank each and every one of you, dear fans of the sport, from the bottom of my heart for making your contribution to our positive development day by day with your presence (be it in the real world or on social networks).

Now, I hope you enjoy reading your SV Magazine!

By the way, the SV Magazine will soon also be available digitally. All information about this format can be found on page 19 of this issue.

Warm wishes, and please stay healthy!

Yours truly,
Roswitha Dannenberg
SV Press Officer