



## **PRESS RELEASE**

The presentation of the new **ADAMI Media Prize for Cultural Diversity in Eastern Europe** and launch of the international media competition awarding outstanding films, TV and online programs promoting cultural diversity and intercultural dialogue will be held this

**Friday, September 4th at 12.00 a.m.  
at the  
Royal Tulip Grand Hotel (Vivaldi meeting room)  
14 Abovyan St, Yerevan**

The idea behind ADAMI and the conditions for participating in the competition will be presented by **Programme Director Mr. Stefan Tolz**. The relevance of the initiative and the topics covered by the project for Armenia and the region will be highlighted by invited guest speakers:

**Mr. Harutyun Khachatryan**

General Director of the Golden Apricot International Film Festival

**Mr. Erik Antaranyan**

Head of International Affairs Department, Public Television of Armenia

**Ms. Siranush Galstyan**

Lecturer of Cinema history at the Yerevan State Institute of Theatre and Cinema and Yerevan State University, film critic, jury member in national and international film festivals

**Mr. Stepan Grigoryan**

President of Analytical Centre on Globalization and Regional Cooperation

**Mrs. Nadja Lichtenberg**

Deputy Ambassador of Germany to the Republic of Armenia

We invite all Armenian media professionals to participate in this new competition as it offers a unique chance to connect with professionals from other Eastern Partnership countries and the EU.

**For more information** about ADAMI and Friday's event please contact our representative Mr. Armen Shakhian, Ph. (+374) 99 62 08 60 - armenshake@yahoo.com.

---

The ADAMI Media Prize is an initiative of Forschungsgruppe Modellprojekte e.V., Germany funded by the Federal Foreign Office.

[www.adamimediaprize.eu](http://www.adamimediaprize.eu)

## **About the programme and the competition**

The ADAMI initiative focuses on journalists and media professionals of six EU's Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Film, TV and online program contributions which promote peaceful coexistence of people of different national, ethnic, religious or cultural backgrounds are invited to participate in the competition.

The ADAMI Media Prize 2015 will be awarded in six categories with six prizes:

- ADAMI Media Prize for Entertainment (fiction)
- ADAMI Media Prize for Information (non-fiction)
- ADAMI Media Prize for News & Short Non-Fiction
- Young ADAMI Media Prize
- ADAMI Online Prize for Web pages
- ADAMI Online Prize for Web videos

The ADAMI Media Prize 2015 will be awarded at a festive gala evening in the Georgian capital Tbilisi in December as an internationally broadcasted TV event.

Submissions can be entered until October 25th, 2015 (entry deadline). Participating broadcasters, production companies, educational institutions and individuals must register at the website [www.adamimediaprize.eu](http://www.adamimediaprize.eu) and send two DVD with the filled out entry form to our Tbilisi office. For details please see our regulations provided on the website and in our Call for Entries brochure.

ADAMI Media Prize for Cultural Diversity in Eastern Europe  
c/o Swiss Cooperation Office  
12 Radiani St., Tbilisi, 0179, Georgia  
Tel: +995 32 222 57 59  
Email: [competition@adamimediaprize](mailto:competition@adamimediaprize)  
[www.adamimediaprize.eu](http://www.adamimediaprize.eu)

---

The ADAMI Media Prize is an initiative of Forschungsgruppe Modellprojekte e.V., Germany  
funded by the Federal Foreign Office.

[www.adamimediaprize.eu](http://www.adamimediaprize.eu)