



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 on:

Tuesday, 8th September 2015, 2.00 p.m.
At Vozdvyzhensky Hotel, 60-a,b Vozdvyzhenska str.
Kiev 04071.

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 Ukraine and the region will be highlighted by invited guest speakers:

Zurab Alasania
Director General of NTU

Jamala
Singer of Crimean Tatar descent

Andrii Kulikov
Journalist, the anchorman of TV-program "Freedom of speech"

Andriy Kulakov
Program Director at Internews Ukraine

We invite all Ukrainian 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 Tuesday's event please contact our representative Mrs. Oksana Piddubna, oksana.piddubna@gmail.com, [+380930700386](tel:+380930700386).

Regarding accreditation, email us at goncharova.m@ntu.ua or call (044)4810766 or (067)4242640 (Mariia). The accreditation will last until 6 p.m. on the 7th of September.

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 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

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