



## **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 18th September 2015 (Friday) at **12.00p.m.**

**Marriott Absheron Hotel  
Hovsan Room  
Azadliq square 674, Baku**

The idea behind ADAMI and the conditions for participating in the competition will be presented by **Programme Director Stefan Tolz**. The relevance of the initiative and the topics covered by the project for Azerbaijan and the region will be highlighted by several invited guest speakers. Among the confirmed guest speakers are TV presenter **Tural Asadov** and **Aynur Karimova**, Head of Broadcast Journalism Department of Baku State University.

We invite all Azerbaijani 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 press and events coordinator **Maria Smolarek** ([events@adamimediaprize.eu](mailto:events@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.eu](mailto:competition@adamimediaprize.eu)  
[www.adamimediaprize.eu](http://www.adamimediaprize.eu)