



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 : 21.09.2015 at 12.00p.m.

at

BAJ- Belarusian Association of Journalists
Kamsamolskaya 7, 220030 Minsk
Belarus

The idea behind ADAMI and the conditions for participating in the competition will be presented by **competition coordinator Mrs Salome Kikaleishvili**. The relevance of the initiative and the topics covered by the project for Belarus and the region will be highlighted by invited guest speakers:

Mr. Peter Dettmar
German Ambassador

Mr. Michael Janchuk
BAJ Deputy

Mr. Jim Couzens
Head of Political, Information and Press section of EU Delegation

Mrs. Maryna Shukyurava
Rock Singer

We invite all Belarusian 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 Monday's event please contact our representative: Salome Kikaleishvili, competition@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 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.

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