



## Making a World of Difference

### European Union and MTV call on Europe's young talent to depict diversity and equality

**Brussels, 18 October 2007**

The European Union today launches its latest competition to raise awareness on equality and the fight against discrimination with a 30-second advertisement spot on MTV, the world's largest youth channel. The ad calls on viewers to enter artwork, including photos, videos and collages, on the theme of diversity and equality.

Commenting on the launch of the competition, Vladimir Špidla, European Commissioner for Employment, Social Affairs and Equal Opportunities, said "Tackling discrimination and promoting equal treatment for all are crucial goals of the European Union. This creative competition is an ideal way to spread these messages, to give Europe's MTV viewers a chance to make their voices heard and to showcase their talents across the EU. We are looking forward to seeing the entries!"

The competition is one of a range of awareness-raising activities taking place as part of the 2007 European Year of Equal Opportunities for All and the 5-year 'For Diversity. Against Discrimination.' information campaign. The entry period for the contest will run until 8 December and the winner will be announced on 17 December 2007.

#### Advertisement

The ad opens with a face whose parts, head, mouth and nose, change rapidly to show people of different origins, religions, ages, abilities and sexual orientation, thereby highlighting the diversity of the human race. It then moves on to show a number of young people creating artwork – all set against a bright, white backdrop. A voiceover invites viewers to enter the competition and be in with the chance of winning a 4.000 € trip for two to a European city of their choice.

#### DiverseCity

As part of the competition, a **DiverseCity** webpage has been launched on [eudiversity.com](http://eudiversity.com). Here visitors can upload their artwork, create their own online identity and promote their favourite entry during an online voting from 9 until 16 December. A selection of the best entries will be used in awareness-raising initiatives throughout the EU.

For more information about the 'For Diversity. Against Discrimination.' campaign and the 2007 European Year of Equal Opportunities for All, and to see the advertisement please go to:

[www.stop-discrimination.info](http://www.stop-discrimination.info)

<http://equality2007.europa.eu>



For Diversity



Against Discrimination

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An initiative of the European Union

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