



MTV and the European Union show the true picture of Diversity

Brussels, 9 May 2006

The EU information campaign 'For Diversity. Against Discrimination.' has once again teamed up with the world's largest youth channel, MTV, to broadcast a new TV ad that features the three winning photographs, amongst others, of a pan-European photo competition to promote diversity in the workplace.

Running from November 10th 2005 until January 31st 2006, the competition also aimed to raise awareness of new European legislation banning discrimination in employment on the grounds of age, disability, sexual orientation, religion or belief, race or ethnicity. The competition set out to gauge the perception of diversity amongst young people. This was achieved not only through the photographs that were submitted but also by the reaction of the hundreds of young people who voted on the competition website

Featuring Robert Matwiejczyk's winning photograph from Britain, as well as a selection of the almost 1600 other photographic entries from across Europe, the 30-second TV ad will be launched on June 10th and shown across the MTV Network for the following four weeks.

Rather than taking a didactic approach, the ad seeks to entertain and to allow the audience to discover something new, even after repeated viewing. The "Diversity" concept is conveyed through a succession of the competition pictures with different font styles and language and an exiting soundtrack.

Vladímir Špidla, European Commissioner for Employment, Social Affairs and Equal Opportunities, commented on the TV ad by saying "Diversity is an important part of our everyday lives. Although this can be challenging, it IS something to celebrate and enjoy. The photo competition reached out to many young people in the Union who may face discrimination and the results were fascinating. The photographs submitted do capture diversity in its true meaning and, at the same time, tell us how many young people in the Union perceive and value diversity and difference."

For more information and photography, please visit www.stop-discrimination.info or contact:

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An initiative of the European Union

For Diversity



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"For Diversity. Against Discrimination."

The European Commission, Employment, Social Affairs and Equal Opportunities DG is running a five-year pan-European information campaign on combating discrimination on the grounds of racial or ethnic origin, religion or belief, age, disability and sexual orientation.

The campaign "For Diversity. Against Discrimination." is designed to inform people about their rights under EU anti-discrimination legislation as well as promoting the positive benefits of diversity in the workplace.

Further information about the campaign is available at www.stop-discrimination.info

"For Diversity. Against Discrimination." Journalist Award 2006

Calling all print and online journalists - the "For Diversity. Against Discrimination." EU Journalist Award 2006 honours journalists working on the subject of discrimination and diversity in employment. For more details on the awards and for application forms please see www.stop-discrimination.info.



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