



## **Picture a world without discrimination – EU launches European Photo Competition for Diversity**

Photography students from across the European Union can make a creative statement about diversity while having their work showcased to an EU-wide audience by entering the 2007 “Breaking Stereotypes” photo competition. The competition runs from March 1<sup>st</sup> to June 30<sup>th</sup>, 2007, as part of the EU’s “For Diversity. Against Discrimination.” campaign and under the umbrella of the European Year of Equal Opportunities for All.

A total of €9000 prize money will be shared among the first, second and third place winners as well as the first place winner's university or academy. The overall winning design will be printed on flyers spreading the “For Diversity. Against Discrimination.” message throughout the EU.

Vladimir Špidla, European Commissioner for Employment, Social Affairs and Equal Opportunities, said of the competition: “It is vital that we continue to fight discrimination in the EU, and the ‘Breaking Stereotypes’ photo competition is an ideal way of doing that. As well as promoting the benefits of diversity, it gives students a chance to showcase their talents to a wide and appreciative audience.”

The winners will be selected in August 2007 from a field of the 35 best entries. All 35 will feature in a touring exhibition starting in Brussels and visiting the capital cities of the three winners. A glossy catalogue will also be produced with the photographs and information about the artists who created them.

The competition is open to students registered at an art and design institution in disciplines such as photography, fine arts and graphic design. A pan-European jury of photographers, young design artists and design and visual communication experts will select the finalists and winners.

Posters, flyers and information packs will be distributed to educational establishments in March to launch the contest. The European Photo Competition for Diversity will also be supported by PR material and events aimed at young people, as well as a specially developed website providing regularly updated information.



For Diversity



Against Discrimination

For information on how to enter the **'Breaking Stereotypes'** competition or on the Anti-discrimination Campaign and the European Year of Equal Opportunities for All, please visit [www.stop-discrimination.info](http://www.stop-discrimination.info)

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