



Imagine a World With Only One.....

EU Information Campaign continues Youth Focus with Postcard Message of Diversity

The EU's "For Diversity. Against Discrimination." campaign is using postcards featuring modern means of entertainment to bring the message of diversity to young people this month. The postcards, featuring an i-pod, mobile phone and television, are part of the campaign's drive to inform young people about their anti-discrimination rights in the workplace, and to encourage them to welcome the benefits of diversity.

Each postcard presents the reader with one of the notions: "Imagine a world with only one song...", "Imagine a world with only one TV programme..." and "Imagine a world with only one ring-tone". The black and white photographs further reflect how dull life would be without diversity. The postcard design was selected by focus groups of young people across the EU, aged between 16 and 24, who said that the images and statements best communicated the benefits of diversity to them.

The text on the postcards will encourage young people to inform themselves about anti-discrimination legislation by visiting the website - www.stop-discrimination.info.

The free postcards are available in the 21 languages of the Member States and will be distributed across the whole of the EU. The postcards will be available at events linked with the campaign and selected venues popular with young people. They can also be sent as e-cards and ordered directly from www.stop-discrimination.info.

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

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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.

