



Press Release

“Respect Unlimited“: MC is involved in respect and diversity among the youth

MEDIA CONSULTA organises “Diversity Day 2010“ in Vienna

Berlin/Vienna, July 8th, 2010. Gender, race, age, culture, disability, religion, sexual orientation – diversity has lots of faces. To promote reciprocal respect and tolerance among teenagers and to cut down prejudices, the European Union Agency for Fundamental Rights (FRA) hosts the “Diversity Day 2010” on November 24th, 2010, in the town hall of Austria’s capital Vienna. MEDIA CONSULTA (MC) will be the organiser for this youth event concerning the issues of fundamental rights, tolerance, equal opportunities and diversity for young people.

MC will be responsible for the workshop planning, the stage programme and all of the technical equipment and catering. The agency coordinates all tasks in coordination with the FRA, the city of Vienna, its city schools inspector, all represented organisations and EU institutions on-site and MC’s network agency in Austria. As well as managing the logistical aspects, MC will be managing the advertising services, such as the production of posters and flyers. MC will also produce a documentary about the event.

Around 2,500 youths from Austria and its bordering countries are expected to attend the “Diversity Day” that has been running since 2007 in Vienna. With this event series, the European Union Agency for Fundamental Rights wants to promote intercultural dialogue, reciprocal respect and the value of diversity to teenagers. In workshops and courses about discrimination, racism, children’s rights and integration, the young participants gain the possibility to inform themselves about their rights and to work out solutions and behaviours on how to boost diversity in everyday life whilst also learning how to face prejudices. The “Diversity Day” will also address socially disadvantaged youth and young people without education. Concerts, exhibitions and a varied stage programme will top off the event series.



Last year further youth events concerning diversity took place in Europe. On behalf of the FRA, MC organised the award ceremony for the school competition “Respect unlimited – Diversity macht Schule” at Berlin’s cultural centre “Werkstatt der Kulturen”.

MEDIA CONSULTA has worked since 2009 for the European Union Agency for Fundamental Rights. In addition to the event management, the agency for integrated communications also accounts for further budgets of the FRA: In June 2010, MC TV & Film production won the framework contract for preparing audiovisual services; MC’s Interactive unit achieved the framework contract for the conception and implementation of online services. Both contracts run four years.

Footage:

The „Diversity Day 2009“ in Berlin: For their project about combating homophobia at school, the pupils of the CFE Lise Meitner won the highest award.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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