

Berlin, 9 October 2009



PRIX EUROPA 2009

Invitation to a press talk with European Commissioner Leonard Orban on the fourth "Radio Day of European Cultures"

PRIX EUROPA – the biggest media competition for quality productions in TV, radio and the emerging media – will be launching its 23rd round on Saturday, 17 October. Under the trademark *Made in Europe*, the festival will again present the whole range of European programme trends with 231 entries from 35 countries. At the same time, **PRIX EUROPA** is also an international industry get-together for more than 1,000 media makers from all corners of the continent to exchange views across all frontiers.

In this spirit, the **Radio Day of European Cultures** will be held on Sunday 18 October for the fourth time in cooperation with the European Broadcasting Union (EBU) under the patronage of **Leonard Orban, EU Commissioner for Multilingualism**. All European radio stations are invited to build a thematic bridge across all language barriers for a day under the motto "**Languages through Microphones**".

Leonard Orban: "If you go through the radio stations anywhere in Europe on the **Radio Day of European Cultures**, you will hear dozens of different languages. Even if you only understand a couple of them, you will gradually develop a certain familiarity with the languages that have been foreign to you up to now. Languages are the soundtrack of our lives."

This year for the first time, seven especially dedicated radio producers will be awarded production grants for multilingual programmes as part of Radio Day at PRIX EUROPA.

We cordially invite you to a press talk with EU Commissioner Leonard Orban, Raina Konstantinova, Director of Radio at the EBU (European Broadcasting Union), and Carla Delfos of the European League of Institutes of the Art – ELIA. The discussion will be held in English.

When: **Saturday, 17 October, 17.30 hours**
Where: **rbb Haus des Rundfunks, Room 105
Masurenallee 8–14, 14057 Berlin**

The discussion will be followed at **19.30 hours** by **PRIX EUROPA's Opening Concert**, featuring the French band **Babylon Circus** in the rbb's *Grosser Sendesaal* of the Haus des Rundfunks. You are also warmly invited to this concert.

Please register by email or by sending us the attached **reply fax no later than Saturday 17 October, 14.00 hours**.

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Registration

by fax to +4930 - 97 993 10 919

or by email to press@prix-europa.de

Please register by Saturday, 17 October, 14.00 hours

Event: PRIX EUROPA press discussion with EU Commissioner Leonard Orban et al.

Place: rbb Haus des Rundfunks, Room 105

Time: Sat 17 October 2009, 17:30 hours

___ Yes, I will come!

___ Yes, I will come as a photographer!

___ Yes, I will come with a camera team!

Name: _____

Editorial office of: _____

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