



**CCMC Press Release**  
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**FOR IMMEDIATE RELEASE**

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### **OLYMPIC GOLD MEDAL WINNER KAROLINA PELENDRITOU TO ADDRESS RACISM AND DISCRIMINATION IN SPORT**

(Nicosia, 23/01/12): Paralympian Gold Medallist Karolina Pelendritou and footballer Coskun Ulusoy will kick-off a four-day seminar at the Cyprus Community Media Centre (CCMC) in Nicosia's Buffer Zone. The event, which starts on Wednesday 25 January, is organised in partnership with the Council of Europe (CoE) and the Community Media Forum Europe (CMFE).

The aim of the programme is to promote the inclusion of the principles of non-discrimination and diversity as an ongoing angle of media coverage. Organised within the framework of the joint CoE / European Union MARS - Media Against Racism in Sport - programme, this encounter will focus on sport related issues.

The issue of racism in sport has made headlines across Europe in recent months following incidents involving high-profile football players in England's Barclays Premier League. "The cases of Luis Suarez and John Terry have highlighted the importance of understanding the nature and prevalence of racism in sport", said Michalis Simopoulos, local coordinator of the encounter. "By encouraging professional collaboration with media actors and the exchange of media practices, CCMC hopes to enhance a diversity of perspectives and topics dealt with by the media".

The MARS Programme is a follow-up action to the 2008 – 2010 CoE "Speak out Against Discrimination" campaign. "We believe that an inclusive information environment is crucial for achieving effective social cohesion and participation in democratic life", said Reynald Blion, MARS programme manager. "Working with media partners at the European and national levels is a strategy that we believe can influence public opinion vis-à-vis diversity and intercultural issues".

For more information on the MARS Programme, please visit: <http://www.coe.int/mars>.

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# Cyprus Community Media Centre

CCMC



Cyprus Community Media Centre

## About CCMC:

The [Cyprus Community Media Centre](#) opened its doors in late 2009, aiming to encourage community media in Cyprus and support local organisations and groups in communicating their message to the public. The Centre does this through training, support, equipment, creating videos, holding public events, and offering tailored advice. CCMC is located in the heart of Nicosia's buffer zone, in the grounds of the Ledra Palace, making it as inclusive and available as possible to all communities of the island.

## About CMFE

The [CMFE](#) was founded to strengthen the participation of the "Third Media Sector" in European discussions and decision-making processes. The CMFE is a common platform for networks, national federations and projects active within this sector. CMFE enables the participating organisations to bring up their concerns on a European and international level. It represents a channel through which European institutions can spread information on relevant questions to the community media sector in Europe.

## About the Council of Europe

The [Council of Europe](#) (CoE), based in Strasbourg (France), seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The CoE aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

## Further Reading

[Research](#) conducted in 2009 indicates that "there is no statistical date on the representation of migrants and ethnic minorities in sport journalism. There are no ethnic minorities amongst sport journalists".