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This award aimed at promoting tolerance is for Print, graphic, electronic, and broadcast journalists who work in local Latin American media organisations, and awards US\$1,000 to works that fight racism and discrimination.

It is organised by the International Federation of Journalists, with the support of Italy's National Order of Journalists and Brazil's National Federation of Journalists, who aim to foster tolerance, fight racism and discrimination, as well as contribute to a better understanding of cultural, religious and ethnic differences in Latin America through the contest.