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The prize, worth 1000 Euros, is awarded to print journalists coming from Midas member newspapers for their work in promoting minority protection and cultural diversity, combating racism and discrimination and contributing to better understanding of cultural and ethnic differences.

The Prize, given for the first time in 2004, promotes editorial independence, journalists' ethics and a high standard of professionalism.

Midas - The European Association of Daily Newspapers in Minority and Regional Languages, member countries are Spain, Italy, Switzerland, Finland, Croatia, Latvia, Lithuania, Estonia, Romania, Slovakia, Germany, United Kingdom, Denmark.