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The prize of 2000 Euros is given to individuals for their journalistic work in national daily newspapers on the grounds of promotion of minority protection and cultural diversity, combating racism and discrimination and contributing to better understanding of cultural and ethnic differences.

The prize promotes editorial independence, journalists' ethics and a high standard of professionalism.

The award is given by Midas - The European Association of Daily Newspapers in Minority and Regional Languages and Otto von Habsburg. The award was founded in 2004 and is being implemented ever since.

Eligible countries are EU member states, Iceland, Norway, Switzerland, Liechtenstein, Turkey, Russia, Belarus, Ukraine, Moldova, Croatia, Serbia, Bosnia and Herzegovina, Albania, FYR Macedonia, Montenegro, Kosovo