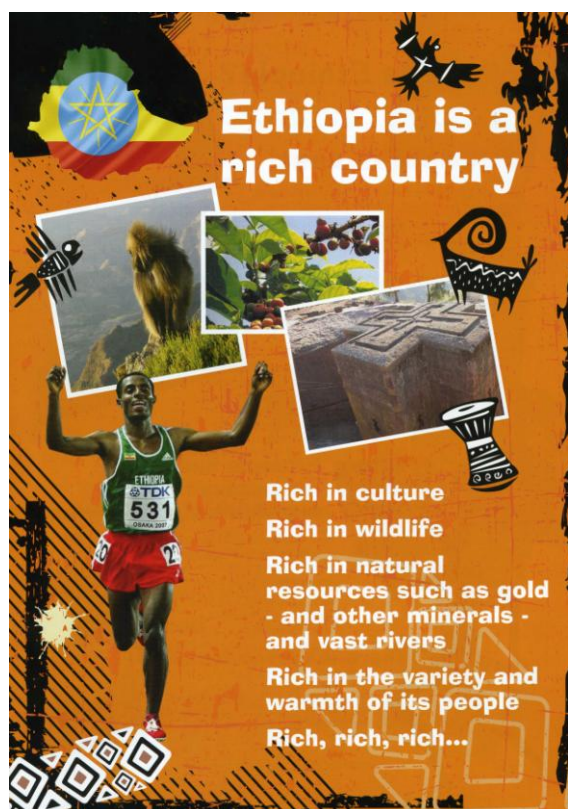


Ethiopian Embassy launches Cultural Olympics

PRESS RELEASE

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The Embassy of the Federal Democratic Republic of Ethiopia in London has today launched a six-week promotion of Ethiopia for the London Olympic Games by presenting vast displays of freshly-cut Ethiopian roses* to the Queen in her Jubilee year, to high-ranking British politicians and to heads of international organisations headquartered in London.

As Olympic fever rises, the Embassy will show-case Ethiopia's beauty-in-diversity, the richness of its culture and its world-renowned running success, all of which mark the country's changing image.

Under the theme **Honouring Ethiopian Olympic Heroes**, the Embassy's **Cultural Olympics** will have the following components:

Ethiopia Day – 9th July 2012

To drum up support for **Team Ethiopia** at London 2012, schools from across the United Kingdom who have pledged to support Ethiopia during the London 2012 Olympics, will gather at the Ethiopian Embassy on Hyde Park for **Ethiopia Day**.

A hundred primary school pupils from St. Barnabas & St. Philips and St. Peter's Primary schools primary school in London and from Woodcote Primary School and Warrender Primary School, Ruislip, will be treated to all things Ethiopian: an Ethiopian culinary demonstration followed by lunch, music and dance, a quiz competition with prizes and a film-show on the life of Ethiopia's celebrity athlete, Haile Gebrselassie.

A special full-colour school pack and quiz on Ethiopia's history, culture and sporting success will be available on the Day and will also be sent to 35 schools up and down the country who will be supporting **Team Ethiopia**. Some of whom will also hold an Ethiopia Day.

Ethiopian Cuisine Competition

To promote professional Ethiopian chefs and amateur cooks alike, and to offer them a platform to display the wide variety of exquisite dishes that Ethiopia offers, the Embassy will host the first ever UK **Ethiopian Cuisine Competition**. Competitors will be encouraged to impress a panel of culinary experts, including a celebrity chef. Prizes of £1,500, £1,000 and £500 will be awarded. Film-crews are welcome.

Gala Dinner - Honouring Ethiopian Olympic heroes - 13th August

On the morrow of the formal closing of the London Olympic Games, the Embassy will honour **Team Ethiopia** with a spectacular **Gala Dinner** for 500 invited guests from among the Ethiopian community, the UK government and parliament, artists, writers, media representatives and a wide range of friends of Ethiopia. On the night, there will be a Cultural Show with award-winning Ethiopian dance troupe Dankira, live music, a fashion show and raffle prizes.

Support Team Ethiopia at London 2012!

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For further information please contact the Ethiopian Embassy Press Office on 0207 838 3883 or email info@ethioembassy.org.uk.

Background information

Ethiopia will be represented at the Olympic and Paralympic Games in athletics - with a wide range of runners, including new intake athletes - and for the first time in swimming.

*In the last decade Ethiopia has become the second-largest exporter of cut flowers in Africa and currently earns more than £150 million annually from the industry.