



Alter Ego Launched

The press launch of Alter Ego on Wednesday 16 April at the BELvue in Brussels signalled the start of the European wide EUNIC youth project. Each component of the project was introduced by the project team and its ambassadors, the promo clip was premiered and the website, the centrepiece of the project, was presented.

Present at the launch were the Belgian community ministers of Youth (Bert Anciaux, Marc Tarabella en Isabelle Weykmans) and the ambassadors of the project (Ronny Mosuse, Hadise and the band Joshua). These diverse and distinguished representatives formally offered their support of one of the seven EU flagship projects in the frame of the European Year of Intercultural Dialogue.

ALTER EGO engages young people (14 to 18 years old) in 22 EU-countries to take part in a pan-European competition and exhibition.

Some quotes from the speakers during the launch:

„I think what is very important in order to know your own cultural identity is to be open and to also know other cultures, other cultural identities.“

- Isabelle Weykmans, Minister for Youth and Culture of the German Community of Belgium

“ We know that Europe is a difficult project, it is a long-term project. There are so many experts and there is so much cynism from adults, that we really believe we need the energy, creativity and imagination of young people”

- Dorian Van der Brempt – Director Vlaams- Nederlands Huis deBuren

“What we try to achieve with this project is that it is one of this little stones with which we can contribute to a peaceful Europe. A Europe in which we are able to communicate with our Alter Ego”

- Lone Leth Larsen, project manager

When asked who could be her Alter Ego Hadise explained: “I think I have a lot of Alter Egos, but one of them is Oprah Winfrey. She’s one of the most powerful women in the media and I think it’s wonderful that a woman like her with a black face is so powerful. She came from nothing and now she’s like – Oprah Winfrey. I really admire her and she really inspires me.”

When asked who could be their Alter Ego Joshua said:

Asked who his Alter Ego could be, Greg Avau of the HipHop/Rock duo Joshua pointed at his band colleague MC Senso: “I think he’s my best Alter Ego. If I were white, I’d like to be like him. I think



this is why we're together: Because we're so different. I'm from the South [of Belgium], he's from the North, I'm listening to Hip Hop music, he's listening to white music, but together we're Joshua, so it was something new and we liked it!"

Over the coming months we will keep you updated with the development of the project. The press file of the Launch (NL, FR, DE, EN) is available on our website www.alterego-europe.eu under "press".

For more information and photos please contact Annette Van Soest (annette@deburen.eu, 0475 48 26 14) at Vlaams-Nederlands Huis *deBuren*, coordinator of the Belgian part of the project.