

50 Years of Embargoes

What?

This campaign marks the 50th anniversary of the start of the embargoes on Turkish Cypriots, inadvertently created by a badly worded UN Resolution passed on 4 March 1964. We aim to raise awareness with a global campaign, inviting people to use the creative mediums of art, film, photography and written word to convey what 50 years of isolation means to them. Judges and the public will decide the best ones: the winners of each category will receive £1,000 and the results will be used to tell the world about our unacceptable situation and call on global leaders to end it.

Why?

Major milestones and anniversaries provide a vital opportunity to revisit history. We want the embargoes to end, so we need to use this timeframe to remind/inform people around the world about this situation & enlist their support. As there is no war there is no urgency for the world, so we have to be more creative to engage people in our issue.

Where?

This is a global campaign, to be driven by the internet. Once it is finished, the website will be a legacy and should funds permit, the results will be toured in strategic locations, e.g. European Parliament, Turkish schools in London, etc.

How?

1. A **2 minute video clip** about Turkish Cypriots being under embargo for the past 50 years. It is a very powerful message: a tool in its own right to raise awareness and also to encourage others to submit their own creative message about this unacceptable situation.
2. A **dedicated website (www.50yearsof.com)** for people to submit their creative works and the public to cast their vote. It will also have details of 50 years of embargoes and link back to the main Embargoed! website.
3. **Postcard campaign:** 5,000 circulated worldwide
4. **Campaign marketing:** e- posters, e-flyers, digital marketing etc to raise awareness of the campaign & competition.

When?

- **7th May 2014:** formally launch the campaign and competition in the House of Lords – Baroness Meral Ece will be hosting the event. We hope our partners in the TRNC can similarly create a launch event. Website unveiled.
- **31st August 2014:** The deadline for competition submissions.
- **21st September 2014:** When judging panels release their decision on finalists for each of the four categories.
- **09th October 2014:** The deadline for public voting.
- **13th October 2014:** Winners are announced
- **7-13th November 2014:** Film winner features in new Cyprus international film festival
- **December 2014-March 2015:** if funds permit, a travelling display of the winners: Lefkoşa, London, Brussels, ...

How YOU can help!

- **Donate!** Every penny you give will help. Donors who make £100 or more contributions will be named in our programme and at the end of the film
- **Sponsor the competition!** We are looking for companies willing to pay £1,500 to sponsor each creative category (four in total: Art, Film, Photography and Written Word).
 - £1,000 goes towards the first prize, £500 towards costs of the campaign.
 - Sponsor brand or business name will be associated with their chosen category in all promotion and displays. The award will also bear the sponsor's name.
- **Be our partner in the TRNC!** We are looking for one large organisation to help take on the logistics of TRNC activities and bear some of the costs of this vital campaign by contributing a minimum of £5,000. The campaign will be branded *in association with...*