

26 August, 2020  
**MEDIA RELEASE**

# Australians interpret European sayings through photos during restrictions!

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Travelling to Europe at the moment is off the cards, but the Austrian, French, German, Italian and Spanish members of the European National Institutes for Culture (EUNIC) have a way to immerse yourself in European culture all the same!

With financial support by the German Consulate-General in Sydney and the EU Delegation in Canberra they deliver the Australia-wide #literallyEurope competition on Facebook and Instagram.

In difficult times, when Covid-19 restricts a lot of us to in-house activities, the cultural institutes came up with an innovative and fun competition, which concludes on the 2020 European Day of Languages (26th September).

The month-long competition was inspired by similar photo challenges initiated during lock down and officially launches on Thursday 27 August at 9am.

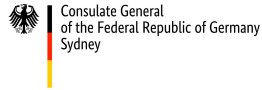
German Consul General Peter Silberberg said "As Germany is currently holding the Presidency of the Council of the European Union, we are pleased to support this wonderful European project. It encourages a creative engagement with the diversity of European cultures."

Entrants are required to take a photo that interprets a European saying or phrase and upload it to Facebook or Instagram, tagging the @EULanguagesAus Facebook or Instagram page and using the hashtag #literallyEurope.

Leitner, Australia's fastest growing electric bike retailers, is excited to be on board with the promotion supplying the major prize - the award-winning Leitner Libelle step through 20" folding e-bike - which will be announced on 1st October.

Entrants must be over the age of 18, reside in Australia and agree to the terms & conditions to be eligible to win the e-bike or any of the other great prizes up for grabs, including online language courses, instant cameras and European-inspired hampers and products.

Deputy Head of the European Union Delegation to Australia, Fabio Spadi, says the competition will encourage people to engage with the many European languages spoken and studied in Australia.



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“Europe is well-known for its rich cultural diversity. The #literallyEurope competition is a great way to be inspired by European language. Did you know there are 24 official languages of the European Union and countless more spoken in Europe? The EU Delegation, together with partners like EUNIC, promotes European language studies at schools and universities around the country.”

EUNIC President Sonja Griegoschewski summarizes the intent of her fellow members: “Learning a new language enriches your life and opens a new world. We really hope people have fun with the competition, meanwhile discovering that language learning is one of the most rewarding experiences.”

The project is initiated by the following EUNIC members in Australia: Alliance Française (Adelaide, Brisbane, Canberra, Melbourne, Perth, Sydney), Austrian Embassy Canberra, Goethe-Institut (Melbourne, Sydney), Istituto Italiano di Cultura (Melbourne, Sydney), Istituto Cervantes Sydney; with kind support by the German Consulate-General in Sydney and the EU Delegation in Canberra.

Anyone wanting more information about the competition can visit <http://bit.ly/literallyeurope> or go directly to the social media pages: <https://instagram.com/eulanguesaus> <https://www.facebook.com/EULanguagesAus>

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