~~FOR IMMEDIATE RELEASE~~ EMBARGOED TILL 30th of September

Celebrating Africa's Culture of Fashion and Adornment in Continent-wide Photographic Competition

Cape Town, 28th September 2015 – WikiAfrica at the Africa Centre is proud to announce the 2nd iteration of the Wiki Loves Africa photo competition in 2015.

Wiki Loves Africa encourages participants to contribute media - photographs, video or audio - that illustrates a theme chosen by Wikipedia volunteers across Africa. The theme changes each year to cover a universal, visually rich and culturally specific topic (for example, markets, rites of passage, festivals, public art, cuisine, natural history, urbanity, daily life, notable persons, etc). In 2014, the theme was Cuisine.

In 2015 Africa's Wikipedia volunteers chose the theme **Cultural Fashion and Adornment**. The competition encourages media that represents cultural dress, fashion and a diversity of adornment. Cultural fashion has been defined as clothing and body wear that presents local cultural influences and is determined by cloth, styles, ways of wrapping and hanging, etc. This theme also includes adornment, which is represented by culturally defined jewellery, make-up, hairstyles, tattoos and scarification, cloths and woven materials.

The competition runs from the **1st October to the 30th November 2015** and entries are welcome from anywhere on the continent and beyond. Training and upload events are being organised by groups of volunteers in Algeria, Cameroon, Cote d'Ivoire, Egypt, Nigeria, Tanzania, Tunisia and Uganda.

The Wiki Loves Africa team has set up [a campaign on the crowdfunding platform Indiegogo](#) to encourage the larger community of Wikipedia editors and readers both in Africa and beyond to get involved by donating what they want towards the competition's prizes. To ensure quality images we need to attract Africa's best professional and amateur photographers with quality prizes. The prizes for the competition are:

- **1st prize:** a Samsung Galaxy Tab S 8.4 + an Africa-published book + Mystery gifts from the Wikimedia Store + print of the participant winning picture
- **2nd prize:** US$300 Amazon gift + an Africa-published book + Mystery gifts from the Wikimedia Store + print of the 2nd prize picture
- **3rd prize:** US$200 Amazon gift + an Africa-published book + Mystery gifts from the Wikimedia Store + print of the 3rd prize picture
- **Community Prize:** US$200 Amazon gift voucher + an Africa-published book + Mystery gifts from the Wikimedia Store + print of the Community Prize

The competition was conceptualised by Florence Devouard and Isla Haddow-Flood as a fun and engaging way to rebalance the amount of visual representations and relevant content that exists about Africa on Wikipedia. All entries to Wiki Loves Africa will be directly uploaded to Wikimedia Commons (the digital repository of the Wikimedia projects) with the intention of being used to illustrate relevant existing articles or as a basis to begin new articles on Wikipedia and other project websites of the Wikimedia Foundation. The images donated are also available for use on the internet and beyond, under the Creative Commons license CC BY SA 4.0.

Started in 2014, under the theme **Cuisine**, the Wiki Loves Africa competition became an unprecedented visual celebration of the universality of food and the diversity of traditional and contemporary cultural practices across Africa. By the close of the competition, 6,116 images were entered by 873 unique contributors from 49 countries. Countries with the largest number of contributions were Ivory Coast, Ghana, Tunisia, Uganda, Egypt, Morocco and South Africa. There were local teams on the ground in Côte d'Ivoire, Ghana, Egypt, Ethiopia, Malawi, South Africa, Tunisia and Uganda. The country teams, made of volunteer groups, hosted twenty seven on-the-ground events that related to the contest. In addition, there was an enthusiastic response and high participation levels from countries such as Nigeria, Kenya, and Tanzania that did not have local events in those countries.

The international Wiki Loves Africa competition is organised by the Wikimedia community that created Wikipedia, the free online encyclopaedia, and built the free media archive Wikimedia Commons. Wiki Loves Africa is supported by WikiAfrica at the Africa Centre and is funded by the Wikimedia Foundation and local supporters in individual countries.

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Useful links:

Websites:
www.wikilovesafrica.org
https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Africa
crowdfunding campaign:
www.indiegogo.com/projects/help-fund-prizes-for-wiki-loves-africa-2015
Facebook: www.facebook.com/WikiLovesAfrica
Twitter: https://twitter.com/wikilovesafrica

The winning photos from Wiki Loves Africa 2014:
https://commons.wikimedia.org/wiki/Wiki_Loves_Africa_2014/Winners
1st prize: https://commons.wikimedia.org/wiki/File:Nutmeg_ready.jpg
2nd prize: https://commons.wikimedia.org/wiki/File:Egyptian_Grains.jpg
3rd prize: https://commons.wikimedia.org/wiki/File:Girls_cleaning_coffee.JPG
Community Prize: https://commons.wikimedia.org/wiki/File:Kisra_maker.jpeg

Media release by the Africa Centre

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NOTES FOR THE EDITOR:

The Competition Rules are:

Images submitted to the Wiki Loves Africa contest may win prizes! There are a few rules to respect for the images to be eligible.

- **Rule 1:** All photos must be taken by the person submitting them. They can be either self-uploaded or uploaded during a registered mass upload session.
- **Rule 2:** Upload can only be done in October and November 2015. But you can enter media that was taken at any time, even historical photographs (as long as you own the copyright on these photographs).
- **Rule 3:** Images must be free of watermarks or embedded signatures to be eligible. All entries will automatically be submitted under a free licence such as Creative Commons Attribution-Share Alike 4.0 (CC-BY-SA 4.0) (or in the public domain). Read more about the cc-by-sa license here.
- **Rule 4:** All eligible pictures will be categorised under Images from Wiki Loves Africa 2015, this will be automatically assigned during the upload process.
- **Rule 5:** Participants should enable e-mail on Wikimedia Commons so they can be contacted should their image be chosen for a prize.

Local Organising Teams
To see what's going locally and to contact the teams, please click here.

4 steps to enter Wiki Loves Africa

Entering Wiki Loves Africa **Cultural Fashion and Adornment** is easy! Follow these 4 steps:

- Step 1: Take some photos.
- Step 2: Select the best.
- Step 3: Create an account on Commons to take part. Register here.
- Step 4: Use the Upload Wizard to enter the photographs.

About WikiAfrica
The WikiAfrica project is an international collaboration that redresses the imbalance of factual heritage and cultural knowledge about Africa on Wikipedia by promoting a new approach to knowledge that is fully-inclusive, mainstream and intercultural. Its mission is to assist and support the growth of Wikipedia as a free and open encyclopaedia that provides greater access to Africa's wealth of contemporary and historical realities.
www.wikiafrica.net

About the Wikimedia Foundation
The Wikimedia Foundation, Inc. is the nonprofit charitable organisation that is dedicated to encouraging the growth, development and distribution of free, multilingual, educational content, and to providing the full content of these wiki-based projects to the public free of charge. The Wikimedia Foundation operates some of the largest collaboratively edited reference projects in the world, including Wikipedia, a top-ten internet property.
https://wikimediafoundation.org

About the Africa Centre

The Africa Centre is both a physical entity and ongoing philosophical journey that explores how Pan-African cultural practice can be a catalyst for social change.

The Africa Centre operates in the belief that creativity and innovation are powerful tools that: manifest what otherwise would only sit in our imaginations; release new ideas and make them freely accessible; and ensure that people living on this soil can define for themselves what is possible and what their reality looks like.

These beliefs are brought to life through a range of programmes in various countries as well as online. Current programmes include the [Artists in Residency](), [Badilisha Poetry X-Change](), [Everyday African Urbanism](), [Infecting The City](), [Talking Heads](), and [WikiAfrica](). All of the projects celebrate and explore what it means to be in Africa today and what is conceivable for 21st-century Africans.