**PRESS RELEASE**

**The Establishment of the Amhara Regional Circus Association took place on November 2, 2019 in Bahir Dar**

After a key indication on the importance of establishing a circus association has been discussed in selam cultural forum which was organized by Selam Ethiopia that took place on July 11, 2018, Addis Ababa, Selam Ethiopia took a key facilitation role on establishing the association on the basis of the foundations needed to expand the organization's opportunities and further address its challenges.

Last Saturday, November 2, 2019, a general assembly on the establishment of the Amhara region circus association was held in Bahirdar which was facilitated by Selam Ethiopia.

The participants include representatives of the circus association in Amhara region, circus artists, the Amhara Regional Culture and Tourism Bureau, government institutions, media, art representatives and invited guests.

On the conference, the preparations made to establish the association and the importance of the association to the circus sector were discussed. Further, the participants urged that government support should be organized.

Regarding the establishment of the association, participants elected the executive committees of the association by ratifying the by-law regarding the establishment of the association. Accordingly, the founder and director of Circus Bahirdar, Wude Zeleke has been selected as the Chief Executive director.

In addition, circus performances have been presented by circus Bahirdar, circus Africa and circus Super Afro. It is said that Selam Ethiopia has various plans which helps to grow the sector.

**Note to Editors፡-**

SELAM is an international, non-government, and non-for-profit organization established in Sweden in 1997. SELAM is committed to create an enabling environment for cultural growth that shall contribute to economic, political, and social development. SELAM, through its country office Selam Ethiopia, is a reputed name in the culture sector for:

* **Catalyzing Sectoral Transformation** through advocacy and engagement of relevant stakeholders, where we organized hundreds of networking and advocacy platforms – dubbed ***Selam Cultural Forum*** – a series of continual events for the last 10 years, with each edition focusing on a specific thematic topic in culture
* **Facilitating Cross-Cultural Exchange** mainly through organizing music festivals in Ethiopia, Sweden, Cuba, and other countries while providing opportunities and exposure to emerging artists and performers – our flagship annual music concert ***Selam Festival Addis*** is a testament.
* **Brokering Knowledge** via capacity building trainings by highly qualified international professionals to upgrade skills of Ethiopian musicians, sound engineers, artists, film makers, and professionals.

Selam Ethiopia is currently implementing a three-year project – **Culture Leads the Way (CLtW)** – in Addis Ababa and four regional states that aim to strengthen and advance the participation of culture actors in the development processes through different forms of cultural expressions, including this edition of **Selam Cultural Forum.**

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