

PRESS RELEASE 08/04/2010

Forget formal letters – Queen Rania receives invite via YouTube

From 14 to 18 June 2010, Karlstad, Sweden will host the World Summit, which brings together the world's leading experts and players when it comes to children, youth and media. To demonstrate the importance of social media, a formal letter has been rejected in favour of inviting Queen Rania of Jordan via YouTube.

"Queen Rania is very much involved in human rights," explains Per Lundgren, project manager and member of the World Summit Foundation Board. "She has her own YouTube channel, aiming to improve communication between different regions and groups around the world. These issues are important to the World Summit, which is why we are inviting her to Karlstad to talk about her work."

World Summit is a meeting place and a unique opportunity to find out about new research findings and the media world in which our young people live.

"We live in a world that is becoming increasingly digital at an ever faster rate. It's important that we all understand the importance of social media, which is already a natural part of daily life for children and young people in many parts of the world. So instead of sending a formal letter to invite Queen Rania of Jordan, we invited her via YouTube."

From 14 to 18 June 2010, Karlstad will host the World Summit, which brings together the world's leading experts and players when it comes to children, youth and media. Many people find the speed of media progress stressful, but it is also both stimulating and important – as long as people are able to understand it.

"Sending a YouTube invitation via Queen Rania's own channel felt just as official as sending a letter, and we await her reply with a great deal of excitement," adds Per.

See the invitation on our YouTube channel: www.youtube.com/wskarlstad2010

Contact

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Current files:

- Film clip – invitation to Queen Rania of Jordan
- Portrait of Per Lundgren

About World Summit Karlstad

From 14 to 18 June 2010, Karlstad, Sweden will host the World Summit, which brings together the world's leading experts and players when it comes to children, youth and media. World Summit is a meeting place and a unique opportunity to find out about new research findings and the media world in which our young people live. The congress was first held in 1995 in Melbourne. Since then it has been arranged every three years, having been hosted by London, Thessaloniki, Rio de Janeiro, Johannesburg and now Karlstad. To find out more, go to www.wskarlstad2010.se