



*U Multicultural is a community-based media channel established with the objective of serving diverse communities and contributing to the dynamic multicultural identity of Canada.*

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## **For Immediate Release**

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## **U Multicultural Streams "Spadok," A Video Series Honouring Ukrainian Heritage**

Media outlet U Multicultural is launching a campaign to stand up for peace and freedom. The channel is live streaming "Spadok," a series of short vignettes dedicated to Ukrainian culture, traditions, folk customs from their origins to the present.

Each video recreates the ethnic image of a particular region of Ukraine, demonstrating how Ukrainian women looked in the 19th and 20th centuries depending on age, social affiliation, and historical and cultural area of residence.

FILM.UA Group has provided the 26 episode series to U Multicultural to tell citizens worldwide about Ukraine.

*"Ukraine has received unprecedented support from the world, and we would like to strengthen it with content that will tell citizens around the world about our country. We believe in the power of cultural diplomacy even in the darkest crises, so we ask you to support our initiative and help to spread it around the world." - FILM.UA Group.*

U Multicultural is taking on this call to action, sharing the message of FILM.UA Group and Ukrainians. "Spadok" will be streamed on U Multicultural's website, Facebook, and YouTube, with promotion over its social media pages.

*"Since 2019, U Multicultural here in Manitoba has served many ethnocultural communities, including Ukrainian. By broadcasting the 'Spadok,' we would like to bring awareness of Ukrainian culture, history and traditions and support the Ukrainian community of Manitoba and Canada. Our purpose is to unite people with diverse backgrounds under one umbrella and give them a chance to share their voices freely. We will continue working on it and support peace and friendship." - Taya Rtichsheva, Executive director, U Multicultural.*

The idea of creating the video was born thanks to the collaboration of the company FILM.UA, Ukrainian singer Rosava, her husband – director and camera operator Olexyi Guz and the Ukrainian Institute of Fashion History.

Watch the series here: <https://u-channel.ca/standwithukraine/>

## **#StandWithUkraine**

Media Contact: Ryan Funk  
Communications and Marketing Specialist  
Email: [communications@u-channel.ca](mailto:communications@u-channel.ca)  
Phone: 204-332-1429

U Multicultural Inc.  
[info@u-channel.ca](mailto:info@u-channel.ca)  
[www.u-channel.ca](http://www.u-channel.ca)