

About Guy Jacobson



Guy Jacobson is the Founder & Executive Director of RedLight Children. He is also the President of Priority Films, a cutting edge 'micro studio.'

After an eye opening experience while traveling to Asia in 2002, Jacobson

realized that he could utilize the power of mass media, by using his film company to create awareness and dialogue about the issue of child sexual exploitation. The product of this decision was the most comprehensive mass media project ever made about the issue, a 3-part film series: *Holly*, *REDLIGHT*, and *The K11 Journey*.

Jacobson has been the keynote speaker at the United Nations, Amnesty International, USAID, UNICEF, the U.S. State Department, the Roland Berger Foundation Human Awards Ceremony and numerous other high profile events all over the world. Jacobson has lectured at over 100 Universities in the U.S. and internationally including Harvard, Yale Georgetown, Columbia, NYU, Berkeley, and UCLA.

Jacobson has received a variety of prestigious awards, including the Martin Luther King Jr. Award for Social Leadership and the U.S. State Department's Global Hero Award.

In addition, Jacobson has taught a course entitled Trafficking: Labor, Sex and War at NYU and has served on the board of the Somaly Mam Foundation and a variety of other human rights organizations.

Jacobson attained his JD from UC Berkeley School of Law in 1993. His past professional experience includes: The D. E. Shaw Group, UBS, and O'Melveny & Myers.



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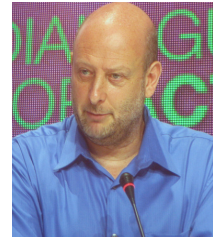
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About RedLight Children

RedLight Children is a global human rights nonprofit organization aiming to end the demand for child slavery and exploitation.

RedLight Children (RLC) was founded in 2004, as a campaign to raise public awareness about child sexual slavery and exploitation, and to collaborate with other nonprofit organizations, public officials, faith-based organizations, law enforcement, individuals, Universities and corporations to create a joint effort to fight against the issue.

In 2008, The US Department of State recognized RLC's efforts by awarding Founder and Filmmaker, Guy Jacobson and Priority Films' partner, Adi Ezroni with the Global Hero Award highlighted in the 2008 "Trafficking in Persons Report," their work.

Today, with increasing support, RedLight Children has been able to successfully mobilize the power of mass media in order to gain the resources and strategic partnerships needed to create a multi-stakeholder action plan aiming to decrease the demand of child sexual exploitation worldwide. Over the next few years, the organization will focus its efforts on curbing the demand through tougher national laws, enforcement and education in the U.S.

EXPOSE IT:

RAISING AWARENESS

- 88** - The percentage of Americans who were unaware that more than 10 million people are living in sexual slavery or some form of forced labor in the world today.¹
- 27** - The number, in millions, of trafficked persons in the world.²

RedLight Children's Awareness campaign is based on the fundamental need to create awareness and dialogue on a global scale. This mission will be accomplished by:

- 1)** Utilizing the power of film and mass media;
- 2)** Providing people with credible resources regarding the issue, through our website, Twitter, Facebook and other social media sites;
- 3)** Actively participating in multiple events such as panel discussions, conferences, screenings, film festivals, fundraisers and other events throughout the year, and;
- 4)** Raising monies and donations for the cause through fundraisers and screenings.

FIGHT IT:

RESEARCH & ADVOCACY

It is the view of RLC that, in order to effectively decrease and end the demand, countries need proper legislation, enforcement, and access to the appropriate resources dedicated to combating the problem. RLC aims to increase deterrence, by making it more difficult and costly for perpetrators to sexually abuse children, increasing the likelihood of catching perpetrators, and by making prosecution faster, easier, and more efficient.

With the help of participating NGOs, pro-bono lawyers, law firms, corporate partners and volunteers, RLC is in the midst of researching the laws relating to child sex trafficking and exploitation in specific countries, starting with the United States to determine:

- 1)** What laws currently do exist;
- 2)** Whether there are problems with existing laws that may encourage or permit the perpetuation of the problem, and;
- 3)** What laws do not exist.

For more information and how to get involved please visit www.redlightchildren.org.

¹ The survey commissioned by LexisNexis in collaboration with Polaris Project was conducted by Taylor Nelson Sofres (TNS) Global among a nationally representative sample of 2,500 Americans age 18 +. The study was conducted online in May 2010 and has a margin of error of 1.96 percentage points of the 95% confidence level.

²Kevin Bales, President, Free the Slaves.

