



RED LIGHT

REDLIGHT PRESS KIT FOR UNIVERSITY SCREENINGS 2011



**CHILD SEXPLOITATION.
EXPOSE IT. FIGHT IT. END IT.**
REDLIGHTCHILDREN.ORG

150 West End Avenue, Suite 27H, New York, New York 10023

Dear Friend,

Thank you for your interest in RedLight Children and the K11 Project, a three-part film series highlighting the issue of child exploitation and slavery.

RedLight Children and Priority Films gladly invite you to have your University organize a screening of our newly released film, **REDLIGHT**. To watch the trailer, please visit www.redlightthemovie.com.

If you interested in organizing a fundraising and awareness screening in your community and/or University, please use this information and press kit to help you get started.

WHAT: A screening of the film, with the option to have a unique Q&A (subject to location) with the filmmakers. You may decide you'd like to add an after-screening reception as well.

WHO: Students, alumni, faculty and the greater community in your area

WHERE: The release is currently limited, so please let us know if you are interested in bringing it to your community and/or University.

HOW MUCH: There is a **\$200** screening fee for all Universities who would like to screen one of our films. If you would like to request one of the filmmakers to do a special Q&A session after the screening, we also request an honorarium to be provided and to cover any possible transportation expenses.

In order to bring the film to your University or local venue, for further information and questions please contact Jennifer Munz, Director of Development by e-mail at jen.munz@redlightchildren.org or call at (703)635-4431.

Respectfully yours,

Guy Jacobson, Esq.
Founder & Executive Director
RedLight Children/ Priority Films

HOW TO PROMOTE YOUR SPECIAL SCREENING (PRIORITY FILM & REDLIGHT CHILDREN)

DESCRIPTION OF EVENT

Screening of **REDLIGHT** (2010) for students, alumni, faculty and greater community
Q&A Session with **REDLIGHT** filmmakers (depending on location and date of screening)

PRIOR TO EVENT CHECKLIST

- 1) **Send out** personal e-mails inviting friends, colleagues, etc. to screening.
- 2) **Utilize** social networking websites (Facebook, Myspace, Twitter, etc.) to:
 - a. Send out mass invites to event.*
 - b. Encourage people to learn more about the issue and sign up for our monthly e-newsletter by signing up at www.redlightchildren.org*
- 3) **Make** flyers/handouts listing so that the community/students can get involved with RLC.
- 4) **Get** flyers describing event approved for posting at your school.
 - a. Ask Resident Advisors to allow flyers to be posted in student dorms.*
- 5) **Consult** your school's Campus Activities Board/Organization of Student Affairs to obtain contact information for various student clubs.
 - a. Contact individual group leaders/dept. chairs/teachers to extend the invitation to their members/students.*
 - Organizations can promote screening as event relevant to group's issues, discussions and course material.*
 - b. Suggest that student groups/teachers/etc. buy tickets in bulk to help subsidize ticket costs to their members/students.*
- 6) **Get** the school newspaper or similar student publications to promote the event.

HOW TO PROMOTE YOUR SCREENING

POTENTIAL UNDERGRADUATE STUDENT GROUPS TO CONTACT:

- American Civil Liberties Union (ACLU)
- Amnesty International
- Asian Pacific American Coalition (APAC)
- Cambodian Student Association
- Catholic Culture Club
- Circle K
- College Democrats
- Community Service Organizations
- Global Outreach
- Greek Council/Associations (Fraternities/Sororities)
- Humanus
- Jewish Students Organization (JSO)
- Journal of Global Affairs
- Middle Eastern Students Association (MESA)
- Model United Nations
- National Organization for Women (NOW)
- Pre-Law Association/Undergraduate Law Society
- Psychology Association
- Rainbow Alliance
- Resident Hall Association (RHA)
- Respect Life
- Society of Anthropology and Sociology
- Student Organization of Latinos (SOL)
- Student World Assembly
- Speech and Debate
- United Student Government (USG)
- Vietnamese Student Association
- Words Beyond Borders

***** These are just a few examples of possible organizations that may be interested in attending this event. Most importantly, we want to promote event BEFORE it happens to the entire student body, as well as providing students with information about the goals of RedLight Children.*

ABOUT PRIORITY FILMS

Priority Films is a cutting edge 'micro studio' with a focus on low budget, high quality, and commercial films. We have created a strong grassroots approach to our films, since we want to grow out of a community, and create films that our audiences love. Among our films, we have produced the K11 Project: the most comprehensive film project about child trafficking and child prostitution to date. For more information about Priority Films, please visit www.priorityfilms.com

ABOUT THE K-11 PROJECT

Produced by Priority Films, the K11 project is the most comprehensive film project about child trafficking and child sexual exploitation to date including:



REDLIGHT (2010)

UNICEF Goodwill Ambassador Lucy Liu produced and narrated **REDLIGHT**, an inspiring and powerful feature documentary about child sex exploitation. Filmed over a four year period, **REDLIGHT** focuses on the personal stories of the victims and two remarkable advocates for change: grass-roots activist Somaly Mam and politician Mu Sochua. Both have since been nominated for the Noble Peace Prize and won other numerous human rights awards around the world.

Using footage smuggled out of the brothels and harrowing testimonials, **REDLIGHT** follows the plight of several current and former child sex slaves. Some are trying to regain entry into the cambodian society to find some semblance of normality after their horrific experiences. Other stories highlight the plight of victims who are attempting to bring perpetrators to justice. Their torturous yet ultimately heroic battles to find witnesses and take brothel owners to court are dramatically brought to life in this topical and moving feature documentary.

For more information about the film, visit www.redlightthemovie.com



HOLLY (2007)

A feature length narrative film based on the true stories of abducted children and their fight for freedom. Starring Ron Livingston, Virginie Ledoyan, Udo Kier, the late Chris Penn and Thuy Nguyen. Shot on location in Cambodia, including many scenes in actual brothels in the notorious red light district of Phnom Penh, **HOLLY** is a captivating, touching and emotional experience.



THE K-11 PROJECT (CURRENTLY FILMING)

The film follows the exhilarating and ruthless journey of filmmakers from The K11 Project as they try to document an explosive subject in one of the most dangerous and corrupt places in the world.



CHILD SEXPLOITATION.
EXPOSE IT. FIGHT IT. END IT.
REDLIGHTCHILDREN.ORG

ABOUT REDLIGHT CHILDREN

RedLight Children (RLC) is a human rights nonprofit organization aiming to end the demand for child slavery and exploitation. RedLight Children tackles multiple dimensions of the issue of child exploitation and human trafficking.

Our inclusive blueprint charts three phases of attack on this crime against humanity: Raising awareness through feature films, documentaries and education campaigns; Correcting, improving, and enforcing current legislation; Allocating the appropriate resources to mirror the size and scope of the epidemic.

Today, **“EXPOSE IT. FIGHT IT. END IT,”** is our rallying cry. For more information about RedLight Children, how to get involved, and/or how to make a donation online, please visit www.redlightchildren.org



ABOUT LEXISNEXIS®

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 15,000 employees worldwide.

WHY IS LEXISNEXIS INVOLVED IN COMBATING HUMAN TRAFFICKING AND HOW?

LexisNexis is committed to help combat human trafficking as part of its efforts to advance the Rule of Law – the basic concept that a functioning society requires a strong legal system and set of laws respected by everyone, including the government. Together with public and private partners, LexisNexis supports various anti-human trafficking efforts through promoting awareness, sponsoring victims support, and assisting with training and education initiatives.

ABOUT THE FILMMAKERS



GUY JACOBSON,
DIRECTOR & PRODUCER

Guy Jacobson is the Founder & Executive Director of RedLight Children (RLC), a global human rights nonprofit organization aiming to end the demand for child exploitation and slavery. He is also the President of Priority Films, a cutting edge 'micro studio' with a focus on high quality films.

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. The 3-part film series includes: *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 New York University 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.

ABOUT THE FILMMAKERS



ADI EZRONI,
PRODUCER

Adi Ezroni is an award winning actress, television host, film producer, and active anti-trafficking activist. She is the lead actress in two of Israel's highest rating television series Hatufim and Matay Nitnashek. She is the recipient of the Israeli Golden Screen Award for her years hosting the No.1 children channel in Israel and has acted in international productions including *Djihad*, directed by Felix Olivier. Ezroni is also the co-founder of both Spring Pictures and Priority Films, the latter of which produced **Holly**, REDLIGHT and *The K11 Journey*. She makes her directorial debut in REDLIGHT. As a result of these three films as well as her work to stop child trafficking and sexual exploitation, she was awarded the US State Department 2008 Anti Trafficking Hero Award.

ABOUT THE FILMMAKERS



LUCY LIU,
UNICEF'S GOODWILL
AMBASSADOR, PRODUCER &
NARRATOR OF **REDLIGHT**

Lucy Liu was born and raised in Queens, New York. Liu graduated from New York City's prestigious Stuyvesant High School and then received a BA from the University of Michigan with a degree in Asian Languages and Culture.

After graduating, she pursued an acting career and is most known for her roles on television's *Ally McBeal* and the film blockbuster series *Charlie's Angels* and *Kill Bill*.

In 2006, the documentary *Freedom's Fury* premiered at the Tribeca Film Festival, with Liu and her *Kill Bill* collaborator Tarantino as executive producers. The film dramatizes the Hungarian Revolution of 1956, climaxing with the infamous water polo match between Hungary and the Soviet Union at the 1956 Melbourne Olympics. Following its international release in 2006-07, the film was picked up by Fortissimo for international sales and became the number one box office film in Hungary shortly after its release.

Now, as both producer and narrator, Liu introduces her latest project, *REDLIGHT*, exposing and chronicling the tragedies and injustices of the international child-trafficking industry. Filmed over a four year period in Cambodia, *REDLIGHT* focuses on the personal stories of these young victims and on two remarkable advocates for change: grass-roots activist Somaly Mam and politician Mu Sochua. Both have since been nominated for the Nobel Peace Prize.

Appointed UNICEF Ambassador in 2004, Liu has traveled the globe to meet children and experience firsthand UNICEF's efforts to do whatever it takes to save a child. She has visited their programs in Lesotho, Pakistan, the Democratic Republic of Congo, Russia, Côte d'Ivoire and most recently Peru. She is continually transformed and inspired by the opportunity to be a voice for children in need around the world.

AWARDS:

2006 Woman's World Award for her outstanding humanitarian work, given to her by former Pakistan Prime Minister Benazir Bhutto sponsored by the World Award organization headed by former Russian President Mikhail Gorbachov.

2008 UNICEF'S Danny Kaye Humanitarian Award for helping to advocate child survival by harnessing the power of celebrity to further worldwide issues and causes.

FEATURED IN THE FILM



MU SOCHUA,
FORMER MINISTER OF WOMEN'S
AFFAIRS IN CAMBODIA,
POLITICIAN & ACTIVIST

Mu Sochua, one of only two female cabinet ministers of the 2nd Royal Government of Cambodia from 1998-2004, is a social activist, elected representative, and nation-builder. She has dedicated her life to the advocacy of the rights of women in Cambodia and around the world. She is considered the principal founder of the women's movement in Cambodia. Sochua returned to Cambodia in 1989 after 18 years in exile, and has worked as an advocate for against human trafficking, domestic violence and worker exploitation.

In 2005 Sochua received the Leadership Award from the Vital Voices Foundation, co-founded by Senator Hillary Rodham Clinton, created and passed the Prevention of Domestic Violence Bill and was nominated for the Nobel peace prize. In 2006, Sochua was awarded the Elise and Walter A. Haas International Award from University of California, Berkeley for distinguished record of service in Cambodia and an Honorary PhD in Law from Guelph University, Canada in recognition of justice and human rights work.

FEATURED IN THE FILM



SOMALY MAM,
GRASS-ROOTS ACTIVIST
& FOUNDER OF AFESIP AND THE
SOMALY MAM FOUNDATION

Born to a tribal minority family in the Mondulkiri province of Cambodia, Somaly Mam began life in extreme poverty. With limited options as a severely marginalized ethnic group, and living in unimaginable despair, her family often resorted to desperate means to survive. This confluence of dire circumstances led to the unspeakable horrors that would mark Somaly's early years. Somaly was sold into sexual slavery by a man who posed as her grandfather. To this day, due to the passing of time and the unreliability of a wounded memory, Somaly still does not know who this man was to her. Yet his actions set her on an unimaginable path fraught with danger, desperation, and ultimately...triumph.

Forced to work in a brothel along with other children, Somaly was brutally tortured and raped on a daily basis. One night, she was made to watch as her best friend was viciously murdered. Fearing she would meet that same fate, Somaly heroically escaped her captors and set about building a new life for herself. She vowed never to forget those left behind and has since dedicated her life to saving victims and empowering survivors.

In 1996, Somaly established a Cambodian non-governmental organization called AFESIP (Agir Pour les Femmes en Situation Precaire). Under Somaly's leadership, AFESIP employs a holistic approach that ensures victims not only escape their plight, but have the emotional and economic strength to face the future with hope. With the launch of The Somaly Mam Foundation in 2007, Somaly has established a funding vehicle to support anti-trafficking organizations and to provide victims and survivors with a platform from which their voices can be heard around the world.

For her tireless efforts, Somaly has justifiably garnered world-wide respect and is now a renowned leader at the forefront of the anti-trafficking struggle. Somaly was honored as one of Time Magazine's 100 Most Influential People of 2009 and was featured as a CNN Hero. She is also the recipient of the Prince of Asturias Award for International Cooperation, The World's Children's Prize for the Rights of the Child (WCPRC), Glamour Magazine's 2006 Woman of the Year Award, and has won accolades from the US Department of Homeland Security.

But Somaly's success has come at a price. She and her family have faced terrifying death threats and violence. Somaly continues to lead a simple life and works hard in the Cambodian recovery centers, living among the women and children she rescues and staying by their side as they walk the difficult path to recovery and freedom.

FEATURED IN THE FILM



DR SUSAN LYNN BISSELL, PHD
UNICEF'S GLOBAL CHIEF OF
CHILD PROTECTION,
PROGRAMMES

A native of Canada, Susan first served UNICEF in 1984, in New York, in what was then called DIPA – the Division of Information and Public Affairs. Thereafter she returned to the University of Toronto to complete a Masters degree in law, economics and international relations. Susan then returned to UNICEF, working in the Sri Lanka country office on education and CEDC - children in especially difficult circumstances issues. From there Susan moved to Bangladesh and maintained her CEDC and education focus positioning UNICEF particularly on child labour issue at a time when it was attracting considerable international attention.

In 1997, Susan resumed academic work this time for a doctorate degree in public health and medical anthropology at the WHO Key Center for Women's Health, Faculty of Medicine, University of Melbourne. While completing her doctorate, Susan also worked with Trudie Styler and the Bangladeshi film team Catherine and Tareque Masud to produce the documentary "A Kind of Childhood". The film screened widely at film festivals in North America, Europe and Asia and appeared on Canadian, American and British television. In 2005 it had a second screening at the London Human Rights Watch Film Festival.

Susan came back to UNICEF in 2001 as the Chief of Child Protection in India. In 2004, she transferred to the Innocenti Research Center where she has managed the Implementing International Standards Unit. The many studies for which Susan has been responsible include a 62-country study on the implementation of the general measures of the UN Convention on the Rights of the Child, and global research on the Palermo Protocol and child trafficking. As member of the Editorial Board of the report of the UN Secretary General's Study on Violence Against Children which was released in 2006, Susan has also been involved in follow-up activities that will advance the implementation of the recommendations of the UN Study.

FEATURED IN THE FILM



KEVIN BALES,
PRESIDENT OF FREE THE SLAVES
THE U.S. SISTER ORGANIZATION
OF ANTI-SLAVERY INTERNATIONAL,
AND PROFESSOR OF SOCIOLOGY
AT ROEHAMPTON UNIVERSITY IN
LONDON.

Kevin Bales is President of Free the Slaves, the US sister organization of Anti-Slavery International (the world's oldest human rights organization), and Professor of Sociology at Roehampton University in London.

He also serves on the Board of Directors of the International Cocoa Initiative. His book *Disposable People: New Slavery in the Global Economy*, published in 1999, was nominated for the Pulitzer Prize, and has now been published in ten other languages. Archbishop Desmond Tutu called it "a well researched, scholarly and deeply disturbing exposé of modern slavery". A revised edition was published in 2005. In 2006, his work was named one of the top "100 World-Changing Discoveries" by the association of British universities.

The Italian edition of *Disposable People* won the Premio Viareggio for services to humanity in 2000, and the documentary based on his work, which he co-wrote, *Slavery: A Global Investigation*, won the Peabody Award for 2000 and two Emmy Awards in 2002. He was awarded the Laura Smith Davenport Human Rights Award in 2005; the Judith Sargeant Murray Award for Human Rights in 2004; and the Human Rights Award of the University of Alberta in 2003. He is a Trustee of Anti-Slavery International and was a consultant to the United Nations Global Program on Trafficking of Human Beings. Bales has been invited to advise the US, British, Irish, Norwegian, and Nepali governments, as well as the governments of the Economic Community of West African States, on the formulation of policy on slavery and human trafficking.

He recently edited an Anti-Human Trafficking Toolkit for the United Nations, and published, with the Human Rights Center at Berkeley, a report on forced labor in the USA, and completed a two-year study of human trafficking into the US for the National Institute of Justice. He is working with the chocolate industry to remove child and slave labor from the product chain, and writing on contemporary slavery (see for example his feature article in the April 2002 *Scientific American*). His book *Understanding Global Slavery* was published in September 2005. He is the author of *New Slavery: A Reference Handbook* (revised 2nd ed. 2005). His book *Ending Slavery*, a roadmap for the global eradication of slavery, was published in September 2007. He is currently editing a collection of modern slave narratives, and co-writing a book on slavery in the United States today with Ron Soodalter. He gained his Ph.D. at the London School of Economics.

FILM CREDITS

PRIORITY FILMS **In Association with** **MAX ENTERTAINMENT** **GUGGENHEIM/GIRVIN** **PICTURES**

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Lucy Liu

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Highly Acclaimed Human Trafficking Documentary, **REDLIGHT, Premieres in New York**

LexisNexis Survey Reveals Most Americans Unaware of Nature or Extent of One of the World's Fastest Growing Crimes

NEW YORK, June 21, 2010 – **REDLIGHT**, a powerful new feature documentary exposing the global issue of human trafficking, had its world premiere in New York City at an event hosted by RedLight Children, Priority Films and LexisNexis. Narrated by UNICEF Goodwill Ambassador Lucy Liu, **REDLIGHT** tells the real life stories of child victims of human trafficking and two remarkable women who fight to save them. Produced by filmmaker and RedLight Children Founder Guy Jacobson over a four-year period, **REDLIGHT** uses footage smuggled out of brothels in Cambodia and testimonials from the young victims and their relatives.

Human trafficking, the illegal trade in human beings for the purposes of commercial sexual exploitation or forced labor, is one of the fastest growing criminal industries in the world today. It is now tied with the illegal arms industry as the second largest international criminal enterprise, after the illegal drug trade. According to the U.S. Department of State's 2010 Trafficking in Persons (TIP) Report released this past June 2010, approximately 1 out of every 555 people in the world is a victim of human trafficking.

Survey Shows Low Awareness Among American Public

Despite the large and growing prevalence of the problem, a new survey commissioned by LexisNexis in collaboration with Polaris Project reveals that most Americans are not aware of the nature or extent of human trafficking. In fact, when asked to identify the best definition of the term "human trafficking," nearly half of Americans could not do so (48%). Most respondents – nearly nine out of ten (88%) – were unaware that more than 10 million people are living in sexual slavery or some form of forced labor in the world today, while just one in five (22%) knew that human trafficking generates \$30 billion or more in profit each year.

"Human trafficking isn't something that only happens to a few people in far-away countries, it's happening right here in America, in New York City, in our backyards," said Robert Rigby Hall, Chief Human Resources Officer at LexisNexis and RedLight Children Board Member. "Tonight's event is about shining a spotlight on this heinous crime so that people realize how widespread the problem of human trafficking is. We encourage individuals and businesses to see the **REDLIGHT** documentary, and to join us in the fight against this form of modern-day slavery."

REDLIGHT gives the young victims a voice to tell their personal stories and profiles the tireless efforts of two women activists to rescue and safeguard them: Somaly Mam, a former trafficking victim who has dedicated her life to saving victims and empowering survivors; and Mu Sochua, Member of Parliament and former Minister of Women's Affairs in Cambodia. Both women have been nominated for the Nobel Peace Prize for their extraordinary efforts in fighting for the rights of children who have been trafficked into prostitution.

The **REDLIGHT** documentary premiered this past June 21st, 2010 at the SVA Theater in New York City. The event had included a Q&A session featuring Mu Sochua, filmmakers Guy Jacobson and Adi Ezroni, who both received the prestigious U.S. State Department's Global Hero Award for their work, and Dr. Susan Bissell, UNICEF's Global Chief of Child Protection.

Among the host committee members for the premiere were: Congresswoman Carolyn Maloney (D); Andy Prozes, Chief Executive Officer, LexisNexis Group; Mark Lagon, former U.S. Ambassador-at-Large to Combat Trafficking in Persons and Senior Advisor to LexisNexis; Cecilia Attias, President and Founder, the Cecilia Attias Foundation for Women; Lauren Bush, fashion model, designer and humanitarian; Julia Ormond, actress and former U.N. Goodwill Ambassador on Trafficking in Persons; and Ambassador Swanee Hunt, President of the Hunt Alternatives Fund and former U.S. Ambassador to Austria; and actors Marcia Gay Harden, Ron Livingston and Ashley Judd.

“**REDLIGHT** shows the human dimension: greedy traffickers trying to rob fellow human beings of their basic dignity, and two exemplary women making a huge difference to re-empower those victims,” said Mark Lagon, former U.S. Government point person coordinating global and domestic efforts to fight trafficking. “Human trafficking is all about the Rule of Law. The global TIP Report issued by the State Department documents the correlation of poor civil liberties and corruption to this slavery of our time.”

Human Trafficking and the Rule of Law

LexisNexis is committed to help combat human trafficking as part of its efforts to advance the Rule of Law – the basic concept that a functioning society requires a strong legal system and set of laws respected by everyone, including the government. Together with public and private partners, LexisNexis supports various anti-human trafficking efforts through promoting awareness, sponsoring victims support and assisting with training and education initiatives.

“In this modern world, millions continue to be trapped in slavery, which is a horrific signal that Rule of Law is absent,” said Andy Prozes, Chief Executive Officer, LexisNexis. “We are working to establish Rule of Law in places where human beings are seen as commodities. In our relationships with individuals, businesses, governments and NGOs we work to utilize our expertise and assets to make a difference and employ the principles of Rule of Law to eradicate human trafficking.”

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About the LexisNexis Survey Results:

The survey 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 at the 95% confidence level. For more information, please download the executive summary at www.lexisnexis.com/redlight/lexisnexis-human-trafficking-survey.pdf (24 KB).

For more information on **REDLIGHT** and LexisNexis efforts to combat human trafficking, please visit: www.lexisnexis.com/redlight/index.html.

