



REDLIGHT PRESS KIT
FOR STUDENTS, ALUMNI
AND FACULTY
2010



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

150 West End Avenue, Suite 27H, New York, New York 10023 (212)724.3254

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 **\$500** 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 is a grassroots, 501(c)(3) nonprofit organization seeking to generate conscious concern and inspire immediate action against child sexploitation and trafficking worldwide. 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 a filmmaker and global activist. As a former New York attorney and investment banker, he now serves as President of Priority Films. In 2004 after an eye-opening sabbatical, Guy Jacobson founded the RedLight Children Campaign, an NGO aimed at ending all forms of child sexploitation. Holly, the highly acclaimed feature film released in 2007, spearheaded the initial phase of the campaign and served to raise awareness for the global epidemic.

Over the past twenty years Jacobson has produced several television programs, written and published 15 books, and authored numerous newspaper and magazine articles. In addition to Holly, his seventh screenplay, Jacobson has produced two documentaries on the issue of child sexploitation. RedLight is now opening in theatres in the US & Internationally.

For his efforts in the fight against child sex trafficking, Jacobson was honored with the U.S. State Department's prestigious Global Hero Award in 2008. He currently lives and works in New York City.



ADI EZRONI,
DIRECTOR & 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 Mondulakiri 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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NARRATOR

Lucy Liu

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Liesl Copland
LexisNexis Corporation

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.”

#

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.

marie claire

<http://www.marieclaire.com/world-reports/opinion/redlight-film>

Must-See Film: *Redlight*

If you happen to live in New York City, skip *The Bachelorette* tonight and go see something real: a documentary about young girls who are being sold into sexual slavery in Southeast Asia. We're talking girls as young as five years old.

By Abigail Pesta



If you happen to live in New York City, skip *The Bachelorette* tonight and go see something real: a documentary about young girls who are being sold into sexual slavery in Southeast Asia. We're talking girls as young as five-years-old.

The film *Redlight*, which premieres tonight in Chelsea, takes you directly into the brothels of Cambodia, where girls are forced to have sex with dozens of men each day. Director Guy Jacobson risked his life to tell the stories of victims and survivors — one of whom I [profiled in our October issue](#). That young woman, Sreyrov Chan, was sold into sexual slavery at age seven, by her own mother. For years, Sreyrov's owners forced her to have sex with as many as 20 men a day. If she didn't meet her quota, she faced unthinkable punishments — she would be burned, whipped, covered with biting insects, and worse. "I wanted to die," she

told me. Yet Sreyrov is among the lucky ones. After trying three times to escape, she eventually succeeded. Today, at age 20, she is doing something extraordinary: She's going back into the brothels to rescue other children from the fate she suffered.

Sreyrov's brave choice to speak out puts a human face on human trafficking — a \$32 billion global business, according to State Department figures, but one that exists in the shadows. Come see *Redlight* tonight to learn more and get involved. There's a 6:00 p.m. and a 9:00 p.m. screening at SVA Theater, 333 West 23rd Street. [Purchase tickets here](#).

Director Guy Jacobson has devoted his life to getting the word out about the buying and selling of girls. Once a high-flying lawyer and investment banker in New York City, his life changed course a few years ago when he traveled to Cambodia for vacation and was solicited by a little girl, who invited him to a brothel. He was so appalled, he left the corporate world and launched Priority Films to spread the word. Visit priorityfilms.com for more on his activism and films.

<http://www.marieclaire.com/world-reports/opinion/redlight-film>

August 5, 2010



HUFFPOST POLITICS **Dems To
GOP: Take A Stand On
Tea Party**



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This is the print preview: [Back to normal view »](#)

Jim Luce

Thought Leaders and Global Citizens

Posted: June 19, 2010 03:38 PM

Brilliant Film Premiers Monday in NYC, Offering Solution to Global Child Exploitation

Not often does a filmmaker present both an untenable social problem - and its solution. Not often is its filmmaker an artist as well as a banker and a lawyer. Meet Guy Jacobson through whose eyes in the film *Redlight* we meet two remarkable women opposed to childhood sexual slavery in Cambodia. One, the head of the opposition party there, and the other a woman who escaped the brothels to dedicate her life to freeing others. I sat down this week with Guy to hear more about the opening of his film *Redlight*, produced and narrated by UNICEF Goodwill Ambassador Lucy Liu.

The film "Redlight" is produced and narrated by UNICEF Goodwill Ambassador Lucy Liu.

Having built a reputation of orphan care around the world known as Orphans International Worldwide (OIWW), and being a new friend of Cambodian legend, Nobel Peace Prize nominee Mu Sochua, I am familiar with the plight of sexually abused children. But the staggering figure of 2.5 million children aged 18 months to 18 years exploited for their young bodies made my skin crawl. They can be raped 20 - 30 times a day, and up to half of them will die from shock, torture, drugs, and/or AIDS.

The film "Holly" production shot of brothel room. Photographer: Elkana Jacobson.

Two women are featured in the film, grassroots activist Somaly Mam and politician Mu Sochua. Filmed over a four year period, the incredibly moving *Redlight* focuses on the personal stories of the victims and two remarkable advocates for change in a nation that lived through the Killing Fields. Both women have since been nominated for the Noble Peace Prize and won other numerous human rights awards around the world. See the film's trailer on Vimeo.

This powerful, must-see film opens in New York City this Monday night, June 21, with a red carpet affair, followed by a VIP reception featuring celebrity guests. Tickets are also available to the

general public.

Expected guests for the star-studded event include Ambassador Mark Lagon, Alyse Nelson, president and C.E.O. of Vital Voices, Cecilia Attias, and Global C.E.O. Andrew Prozes of LexisNexis. A heavy media turnout is anticipated.

The Honorary Host Committee includes Congresswoman Congressmember Carolyn B. Maloney, Ambassador Swanee Hunt, Lauren Bush, and Abigail Disney, among others. The event is sponsored in part by LexisNexis and co-hosted by the Cecilia Attias Foundation.

This special evening will be a multi-pronged event with two screenings offered. The official World Premiere Red Carpet Screening with limited tickets open to the public opens at 6pm. VIP guests will join the VIP reception and Q&A at the CUE Art Gallery, 511 West 25th Street. All other guests are invited to a one-hour open bar after-party from 9:30pm at the Juliet Supper Club, located at 539 West 21st Street.

Producers Adi Ezroni and Guy Jacobson at "Holly" premier in 2007. Photo: Madhu Dhas.

The General Public Red Carpet Screening is scheduled for 9:00pm, with an after-party also at the Juliet Supper Club. Both screenings will be followed by a Q&A session featuring, M.P. Mu Sochua, UNICEF's Global Chief of Child Protection Dr. Susan Bissell, and filmmakers Guy Jacobson and Israeli actress Adi Ezroni, both of whom won the prestigious U.S. State Department's Global Hero Award for their work.

Ron Livingston stars as Patrick, an American card shark and dealer of stolen artifacts living in Cambodia for years, when he encounters Holly, a 12-year-old Vietnamese girl sold by her impoverished family and smuggled across the border to work as a prostitute in the feature film Holly, a captivating, touching and emotional experience, that highlights the growing international issue of human trafficking. Photo: Elkana Jacobson.

This film is the second in Guy's trilogy, known as the K11 Project. *Holly* was the first in 2007, the story of a 12-year old prostitute who captures the jaded heart of a foreigner living in Cambodia who in turn goes out of his way to rescue her from the criminal element that controls her. This film premiered at the United Nations, with honorary committee members including Susan Sarandon and Hillary Clinton. All three films benefit from Guy's undercover work in Cambodian brothels, using espionage equipment and secret cameras to research the plight of child trafficking victims.

Filmmaker, banker and lawyer Guy Jacobson, standing, with his team in Batambang, Cambodia.

To make *Redlight* in Cambodia, where he was challenging the underground that profit off the lives of children, Guy had to surround himself with 40 bodyguards armed with automatic weapons. As Lucy Liu states in the film, the brothels are powerful and notoriously violent. "I come from Israel originally. I know how to take care of myself," Guy shrugged with a smile. At one point, Interpol contacted Guy to warn him to flee the country because the Chinese, Vietnamese, and Cambodian mafia had hits taken out on his life.

In 2000, Guy left the intersection of investment banking and law here in NYC to spend two years travelling the world. In Phnom Penh he walked down one street where he was surrounded by a large group of girls competing to offer his sexual favors in exchange for cash. Just as my first visit to an orphanage 'warehouse' led to my epiphany, Guy's experience with these girls led to his life commitment to end the plight of red light children, leading him to found an organization to help end exploitation by the same name.

Children in Cambodia fishing villages, as children anywhere in the world, can be in danger.

Guy's cutting-edge strategy to end the sexual exploitation of children is to work with major law firms around the world, and focus on filing civil suits on behalf of a victim against an exploiter in each city, sending a message of deterrence across oceans like a Tsunami. "This does not end exploitation on its own, but sends a chill down the spines of the exploiters." Guy told me. If it scared only 10%, it would save 250,000 children. "Governments in many countries are not strong enough to fight this scourge effectively. We need to fight for the children ourselves, in the civil courts and arena of public opinion."

The Redlight Children Campaign originally aimed at pressuring governments to enact or amend legislation to address this issue more effectively and allocate more resources towards enforcement of laws. This has proven to be difficult. Now, in addition to the original strategy, Guy wants to make it more difficult and costly for perpetrators to sexually abuse children. Redlight Children has partnered with LexisNexis to create both an international case law database for trafficking, and a trafficking offenders database to assist lawmakers and prosecutors.

According to RedLightChildren.org:

Every single day children are kidnapped or stolen and forced into the global, multi-billion dollar sex industry. Interpol estimates that this trafficking of children and young women is the third largest international criminal activity.

Its scope is shocking. According to UNICEF, over two million children are involved -- from kids around the world who are kidnapped from their families to children victimized on the internet via community sites and chatrooms.

To effectively counter the violent mobs who control child exploitation around the world, Guy turned to his artistic past and decided to incorporate film with law and finance. He began Priority Films. He understood that to solve a problem, he had to first bring people to the realization that such a problem existed. He chose to do this through film, using the law and financial pressure to provide a cutting-edge solution. His film company is a cutting edge 'micro studio' with a focus on low budget, high quality, commercial films. He has created a strong grassroots approach to film, producing the K11 Project, the most comprehensive film project about child trafficking and child prostitution to date.

At the end of the day, we must ask ourselves: are our world's children safe?

Human trafficking is a brutal and horrific reality. I hope you will support efforts in the fight against this global epidemic. Proceeds from this important event will benefit RedLight Children and Restore NYC, two not for profit organizations both working tirelessly to end slavery and child exploitation.

*For further issues, facts and the rule of law, see LexisNexis website.
To buy the DVD, go to Priority Films website.*

See also by Jim Luce

Sweden's Queen Silvia on "Fire Souls" -- Leaders in Child Protection (Stewardship Report)

Cambodian Parliament Member Mu Sochua Speaks on Lack of Human Rights at

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RedLight: A Powerful New Documentary On Child Prostitution in Cambodia

by [Maia Blume](#) June 23, 2010 11:00 AM (PT) Topics: [Child Prostitution](#), [Child Trafficking](#)

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Srey Peuv was just eight years old, living in a small village in Cambodia, when her mother sold her into slavery. The buyer was a woman claiming to employ Srey Peuv as a maid; instead, she was shipped off to a brothel where men were willing to pay a high price — sometimes \$800 — for a young girl's virginity. After being beaten and electrocuted, Srey Peuv was sent to a hotel for two days where, after being raped for pay, her captors sewed her hymen to get a higher price from the next client. And after re-selling her "virginity," she was sewn up yet again.

Today, Srey Peuv is 14-years-old, and will always bear the marks of abuse, both emotional and physical. Even though her mother is now aware what happened to her daughter, she has admitted that she would still sell her youngest child if it would help support the family.

Stories like that of Srey Peuv are not uncommon in Cambodia — as well as in the rest of the world — where child prostitution is a growing and highly lucrative industry. [RedLight](#), a Priority Films documentary that premiered on Monday night, followed [Somaly Mam](#), a former child prostitute who herself was sold to a brothel, and Mu Sochua, a Cambodian opposition leader currently being threatened with jail time for working to expose the government's corruption, as they shared the stories of a few brave Cambodian children who, like Srey Peuv, were either sold or forced into prostitution.

Despite laws prohibiting trafficking and child sexual exploitation in Cambodia, government officials and law enforcement turn a blind eye for the right price. The film exposed this horrifying indifference, leaving me, and perhaps much of the audience, in shock. As the credits finished rolling, a palpable silence washed over the theater as we all tried to absorb the dreadful reality in which these children are forced to live.

In a country like Cambodia where corruption runs rampant and bribes dictate the policies of the government, successfully prosecuting wealthy and powerful traffickers is nearly impossible. Despite the

stories featured in *RedLight*, and the thousands of heart-wrenching stories yet to be told, the film exposed the difficulties in building a case; children must find witnesses and provide hard evidence to have even the slightest chance at winning. This is nearly an impossible feat when witnesses don't want to come forward for fear of retribution and when former child prostitutes are shamed by their villages and not even recognized as victims. But with the help of people like Somaly Mam and Mu Sochua, some of these children do persevere.

RedLight, funded largely by LexisNexis Corp. and narrated by Lucy Liu, is a must-see film that exposes the truth behind the child sex trafficking industry in Cambodia. It will leave you sad, angry, and frustrated, yet surprisingly hopeful that through all the obstacles and hardships, there is a small, yet powerful, glimmer of light.

The documentary is part of The K11 Project, a series of films seeking to expose the realities of child trafficking and exploitation around the world. Visit [Redlight Children](#) to learn more about these films.

Photo credit: [Redlight Children Campaign](#)



[Maia Blume](#) is a researcher, writer, world traveler and human rights activist. She is actively involved with the Young Professionals for UNIFEM chapter in NYC.

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