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## PRESS RELEASE

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### FILM STARS ZHANG HANYU, YUAN QUAN & SU YOU PENG LEND VOICES TO USAID & MTV EXIT ANIMATED FILM ABOUT HUMAN TRAFFICKING

#### REGIONAL AWARENESS CAMPAIGN BRINGS *INTERSECTION* TO CHINA

**BEIJING (June 10)** – Film stars Zhang Hanyu, Yuan Quan and Su You Peng said their concern about young people being duped by human traffickers compelled them to record the Mandarin version of *Intersection*, an edgy, animated film about trafficking and sexual exploitation. *Intersection* is produced by the MTV Foundation with support from the U.S. Agency for International Development (USAID).

The trio told a packed house at the Ullens Center for Contemporary Art, in Beijing's 798 Art District, that young people must become more aware about the dangers of human trafficking. Their film aired repeatedly on MTV China last week. It can be downloaded in English, Mandarin and Thai at [www.mtvexit.org](http://www.mtvexit.org).

"I hope this animated film stirs meaningful discussions among young people about how we can fight this form of modern-day slavery," said Zhang, named best actor for *The Assembly* at Taiwan's 2008 Golden Horse Awards. Zhang plays Dulok, a trafficker, in *Intersection*. Yuan is cast as a young trafficking victim forced to work in a brothel. Su (Alec Su) portrays a young man who pays for sex.

The screening was attended by celebrities, artists, representatives from non-governmental organizations, and the international press, including [Reuters](#). It is part of the Asia-wide MTV EXIT (End Exploitation and Trafficking) campaign, which is funded by USAID.

"We're using a different medium, animation, to alert young people about the risks of human trafficking," said Olivier Carduner, USAID's Mission Director for Asia. "It adds to the body of work – documentaries, music videos, film shorts, concert specials and public service announcements – that MTV and USAID have aired to reach potential victims and to promote law enforcement and victim outreach efforts."

*Intersection* is told from the perspectives of five people who are part of the trafficking chain; the victim, trafficker, brothel manager, customer, and an undercover cop, and customer. The film is made by the award-winning Korean studio JM Animation and features music by Radiohead and Thievery Corporation.

Actors from throughout Asia are recording different versions *Intersection* in their native languages. Ananda Everingham and MTV VJ Taya Rogers recorded the English-language film. Everingham also made the Thai version with actress Ploy Cherman.

The U.S. Government estimates that 800,000 people are trafficked internationally each year and that millions more are enslaved in their own countries. More than half are from the Asia Pacific.

"I hope a lot of young people, especially women, watch this program and understand that anyone can be a victim of sex trafficking," said Yuan, whose films include *Like a Dream* and *Shanghai Rumba*.

Unique projects like *Intersection* are an innovative way to raise young people's awareness and prevent human trafficking and exploitation, said MTV EXIT Campaign Director Simon Goff. "The broadcast of *Intersection* on MTV channels and other broadcasters across Asia will help young people avoid the dangers of human trafficking," Goff said.

MTV EXIT has reached more than 20 million people since its films *Traffic* and *Sold* were launched in Asia in 2007 with USAID's support. The campaign is on air, online ([www.mtvexit.org](http://www.mtvexit.org)) and on the ground. Last year, MTV and USAID held free awareness-raising concerts in Laos, Thailand and Cambodia. This year, the concert program has been expanded to the Philippines and will later go to Indonesia and Nepal. MTV EXIT has partnered with more than 100 local and international non-governmental organizations across the Asia Pacific to raise awareness about human trafficking.

*Intersection* is MTV EXIT's first animated film. Like all MTV EXIT programming, it is produced rights-free and can be downloaded free of charge by broadcasters and organizations at [www.mtvexit.org](http://www.mtvexit.org).

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## **Background information:**

### **MTV EXIT**

The MTV EXIT (End Exploitation and Trafficking) campaign is an award-winning multimedia initiative to raise awareness and increase prevention of human trafficking and exploitation. MTV EXIT was launched in Europe in 2004, in partnership with the Swedish International Development Cooperation Agency, Sida, and expanded across Asia with USAID in 2007. MTV EXIT has produced many MTV documentaries and other programming on trafficking, including *Traffic: An MTV EXIT Special*, presented by Lucy Liu; *Inhuman Traffic*, presented by Angelina Jolie; over a dozen localized language versions presented by Asian celebrities; short films; public service announcements; and animation. MTV EXIT and Radiohead collaborated on an anti-exploitation video for their song *All I Need*, which premiered across MTV's global network in 2008. MTV EXIT has also established partnerships with over 100 non-governmental organizations, distributed hundreds of thousands of anti-trafficking brochures in over 25 languages, and reached out to millions of young people through anti-trafficking messages at concerts and music festivals featuring R.E.M., Radiohead, The White Stripes, The Hives, Thievery Corporation, Placebo and hundreds of other international & local artists. For more information see [www.mtvexit.org](http://www.mtvexit.org).

### **MTV Europe Foundation**

Launched in 2003, the MTV Europe Foundation is a UK-based charity (Reg. No. 1103267) whose overarching aim is to utilize and maximize the power of MTV's network to educate youth and adults on critical social and human rights issues. The Foundation produces multimedia programming and events aimed at raising awareness and influencing attitudes and behaviors on key issues, as well as inspiring young people to take action. In addition, the Foundation seeks to support nongovernmental organizations to address these issues & effect positive change.

### **About MTV Networks in Asia:**

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks in Asia comprises three distinctly branded channels in the region: MTV, the world's largest television network and the leading multimedia brand for youth; Nickelodeon, the leading entertainment brand dedicated exclusively to kids; and VH1, the music video network that keeps adult viewers connected to the music they love. MTV Networks has the following channels and programming services in South and Southeast Asia: MTV Asia, MTV China, MTV India, MTV Indonesia, MTV Mandarin, MTV Pakistan, MTV Philippines and MTV Thailand, Nick Asia, Nick India, Nick Indonesia, Nick Pakistan, VH1 India, VH1 Indonesia and VH1 Thailand. MTV and Nickelodeon's businesses also include branded consumer products, program sales and digital media including online and wireless.

### **USAID**

USAID, the United States Agency for International Development, is an independent U.S. government agency that receives foreign-policy guidance from the U.S. Secretary of State. Since 1961, USAID has been the principal U.S. agency extending assistance to countries worldwide recovering from disaster, trying to escape poverty, and engaging in democratic reforms. USAID's Regional Development Mission for Asia, based in Bangkok, oversees a broad portfolio of regional and transnational programs, and also provides support to several USAID bilateral missions in Asia. Its regional approach addresses problems that cross national boundaries, such as human and wildlife trafficking, HIV/AIDS, natural resources conservation, trade, and political and economic conflict. See [www.usaid.gov](http://www.usaid.gov) and [www.usaid.gov/rdma/](http://www.usaid.gov/rdma/) for more information.