



**USAID** | **ASIA**  
FROM THE AMERICAN PEOPLE



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**March 20, 2009**

**Press Inquiries:**

Hal Lipper, USAID/RDMA,  
(66-8) 9204-8725, [hlipper@usaid.gov](mailto:hlipper@usaid.gov)

Matt Love, MTV Europe Foundation,  
(66-8) 3788-9640, [love.matt@mtvne.com](mailto:love.matt@mtvne.com)

### **USAID AND MTV EXIT RELEASE ANIMATED FILM TO RAISE AWARENESS ABOUT HUMAN TRAFFICKING**

#### **INTERSECTION LAUNCHES IN THAILAND, SINGAPORE AND MALAYSIA**

**BANGKOK** – *Intersection*, a hard-hitting animated film about human trafficking and sexual exploitation, premiered on March 20 on MTV channels in Thailand, Singapore and Malaysia. This latest release in the MTV EXIT (End Exploitation and Trafficking) campaign, produced in partnership with the U.S. Agency for International Development (USAID), features the voice of Thai film star Ananda Everingham.

“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 owner, client and an undercover cop. It is made by the award-winning Korean studio JM Animation and features music by Radiohead and Thievery Corporation.

Actors from throughout Asia are recording *Intersection* in their native languages. Ananda Everingham, the star of *Happy Birthday*, recorded both the English and Thai-language versions of *Intersection*. The Thai version also features the voice of film star Ploy Cheman as the victim; MTV VJ Taya Rogers recorded the role in the English-language version.

“I’m proud to be a part of this project, which will educate young men and women all over Asia about this important issue,” said Ananda Everingham, who appeared at the film’s launch in Bangkok. “I hope this film will inspire meaningful conversations about how we can fight this tragic form of modern-day slavery.”

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.

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.

MTV EXIT was launched in Asia with USAID’s support in 2007. It 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 will be expanded to the Philippines, 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 among young people.

*Intersection* is MTV EXIT’s first animated film. Like all MTV EXIT programming, it is produced rights-free and is free of charge for all broadcasters & organisations. All programming can be downloaded from [www.mtvexit.org](http://www.mtvexit.org).

#####

## **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.