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MTV'S PHILIPPINE CAMPAIGN TO FIGHT HUMAN TRAFFICKING LAUNCHES MAY 22 WITH A CONCERT AT MANILA'S MALL OF ASIA

CHRISTIAN BAUSTISTA, GARY VALENCIANO, BAMBOO & POCHOY LABOG JOIN THE FIGHT AGAINST EXPLOITATION AND TRAFFICKING

MANILA (May 18) – MTV and the United States Agency for International Development (USAID) today announced a nationwide campaign to fight human trafficking. The drive starts with a free “MTV EXIT Live in Manila” concert at 6 p.m. May 22 at the Mall of Asia Concert Grounds.

“MTV EXIT Live in Manila” will feature performances by the Philippines’ top home-grown artists including Christian Baustista, Gary Valenciano, Bamboo, Pochoy Labog, Sponge Cola, KJwan, Callalily, Pupil, Duster, Kitchie Nadal, Rico Blanco, Itchyworms, Kamikazee and Parokya ni Edgar.

All have committed their support to fight human trafficking by taking part in the concert. The show will be hosted by MTV VJ Kat Alano and actor Epi Quizon. Baustista narrated the anti-trafficking documentary “EXIT: An MTV Special” and is the MTV EXIT campaign’s ambassador in the Philippines.

To support the concert and the campaign, a group of anti-trafficking organizations headed by the Visayan Forum Foundation will march from Roxas Boulevard to the concert grounds beginning at 2 p.m. Anti-trafficking groups will distribute leaflets about human trafficking and its prevention to concert goers.

Estimates vary about the scope and magnitude of modern-day slavery. The latest U.S. Government studies indicate that somewhere between 4 million and 27 million people are believed to be in forced labor, bonded labor, forced child labor and sexual servitude at any given time. Approximately 80 percent of transnational victims are women and girls, and up to 50 percent are minors. Victims are often children, young women and men – MTV’s demographic – who simply want a better life.

“The power and influence of music is a great force for change. By holding this concert tour across the Philippines, we are harnessing this power; using it to inform and mobilize young people in the fight against trafficking,” said Simon Goff, Director of the MTV EXIT campaign.

Efforts to stop human trafficking have been hampered by the public’s lack of awareness about the severity of this problem, said Olivier Carduner, USAID’s Regional Mission Director for Asia. “USAID is funding this project with MTV because of the unique opportunity that MTV provides to reach millions of people through broadcasts,” Carduner said, adding that raising awareness will encourage communities to promote the law enforcement and victim outreach efforts needed to stop this form of modern-day slavery.

This concert will be broadcast on MTV Philippines. It will include additional information about human trafficking. MTV Philippines and the MTV EXIT campaign are organizing the concerts and TV broadcasts, which are being produced by the MTV Europe Foundation in partnership with USAID.

Information about obtaining free tickets will be posted at www.mtvphil.com.

All MTV EXIT television programming is produced rights-free and is available free of charge to all broadcasters and organizations.

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ADDITIONAL 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. To date 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 on 1 May 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, and hundreds of other international and local artists. For more information see www.mtvexit.org.

Human trafficking

Human trafficking is defined by the United Nations as "the recruitment, transportation, and receipt of a person for sexual or economical exploitation by force, fraud, coercion, or deception" in order to make a profit. The UN estimates that at any one time there are 2.5 million trafficked victims in the world, with the majority of these victims in Asia and the Pacific. It is the second-largest illegal trade after drugs, with criminal traffickers earning over US\$10 billion every year through the buying and selling of human beings. Often, victims are young men and women – the MTV demographic – who are guilty only of wanting a better life.

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 that are working on the ground to address these issues and 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 US government agency that receives foreign-policy guidance from the US Secretary of State. Since 1961, USAID has been the principal US 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. Log onto www.usaid.gov and www.usaid.gov/rdma/ for additional information.