

Taught, Not Trafficked

A campaign by Childreach International
and SOLD The Movie

MEDIA KIT



SOLD
A FILM BY ACADEMY AWARD® WINNING
DIRECTOR JEFFREY D. BROWN

The Issue: Child Trafficking

- Approximately 80% of all trafficked children worldwide are girls
- Before 2015, up to 20,000 girls were being trafficked from Nepal every single year – forced into domestic servitude and sexual slavery
- It is estimated human trafficking between India and Nepal has increased by 300% since the earthquakes in 2015
- 60% of these cases involve women and girls being trafficked into the sex industry
- Only 8% of the UK population are aware of the ongoing issue of slavery in the world today

Our research indicates that keeping children in school is the best way to prevent child trafficking. Evidence suggests that if a child stays in school until they are 16 years old, they are significantly less likely to be trafficked or exploited.

About Childreach International

Childreach International is a global child rights movement working in Brazil, India, Nepal and Tanzania to ensure that children can take a stand and fulfill their potential. We work in collaboration with local communities to ensure that nothing stands in their way.

www.childreach.org.uk

About Taught, Not Trafficked

Taught, Not Trafficked is a global movement of individuals speaking out against this horrific crime, calling for the implementation of every child's right to an education. At Childreach International, we believe that every child has the right to live, learn and play. To be happy, safe and free. That is why we work relentlessly in Nepal to ensure that children stay in school. Through a partnership with SOLD The Movie, we are able to shine a light on the biggest human rights issue of our time.

www.TaughtNotTrafficked.com




childreach
international

About SOLD The Movie

A young girl, Lakshmi, leaves her home in a quiet village in the Nepali Himalayas in the expectation of a job in the big cities of India. However, upon her arrival in Kolkata, she soon realises she has been trafficked into a prison brothel, where she must struggle daily to survive against impossible odds. A US photographer (Gillian Anderson) hears her desperate cries for help and enlists the help of a local NGO, to spearhead a dangerous mission to rescue her. Finally, Lakshmi must risk everything for freedom. SOLD is a testament to the resilience of the human spirit and a clarion call to action.

www.SoldTheMovie.Com



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Taught, Not Trafficked Goals

Raise awareness about child trafficking and its root causes

Use SOLD The Movie as a tool for change to mobilise local communities into action

Improve access to quality education in rural Nepal, keeping children in school until their 16th birthday

Our Work in Nepal



Access to Education:

We know that the risk of trafficking has been made significantly worse by the lack of schools for children to attend in the aftermath of the earthquake. But since the earthquakes we have managed to reopen 86 classrooms across 12 schools, allowing 2,082 children to return to school.

Community Awareness and Child Rights:

Our Sports Initiative, run with Coaches Across Continents, uses football to challenge discriminatory attitudes against girls and create a positive environment for children to discuss issues facing children in their local community – such as trafficking and early marriage. Community sports events have allowed Childreach Nepal to reach hundreds if not thousands of community members, and pass on vital information regarding the dangers of sending children away for work, and the importance of girls' education and gender equality. In addition, we work with Shakti Samuha, sending trafficking survivors door-to-door to raise awareness of the dangers of trafficking by building understanding amongst teachers and parents.

Gender Sensitive Toilets:

During menstruation, many girls refuse to attend school because they lack the sanitary materials and schools lack the necessary sanitary facilities to allow girls to effectively manage their periods. Childreach Nepal are subsequently building gender sensitive toilets and launching Project Precious – an initiative that will produce low cost sanitary towels whilst building the entrepreneurial and sewing skills of local people in the community.

Quality of Education:

The quality of education in Sindupalchowk is very low - only 24% of pupils complete their exams and most girls drop out of school by the age of 14. Subsequently, parents do not see the value in sending their children to schools, particularly girls. We're tackling this by providing teacher training to improve school governance and community engagement, creating stronger lesson plans and teaching science.

Biographies

Firoz Patel – CEO, Childreach International

Firoz is passionate about the world of social change. As co-founder and CEO of Childreach International, he has witnessed first-hand the difference that committed citizens can make. His current focus is on child rights, human trafficking and female empowerment.

“The children are not wanting to go to school because the lessons aren’t engaging, there are no toilets for them to use and the older they get the more they feel it is inappropriate for them to use the fields as a toilet or to tend to menstrual cycles. There are few incentives for teachers to commit to learning or for parents to send their children to school. That is why we launched Taught, Not Trafficked, to keep children in school and tackle the root causes of human trafficking.” – Huffington Post

Tiffany Watts – Executive Director, Childreach International

Tiffany has focused her career to date to fighting for the rights, protection and empowerment of children, as a senior manager of children’s charities both nationally and internationally. She recently steered the merger of Childreach and Action for Brazil’s Children Trust (ABC Trust). Tiffany believes in NGOs working in greater partnership with each other and with the private and public sector, to find new and more efficient models of addressing complex social issues such as child trafficking.

“Our goal in Nepal is to stop trafficking before it begins, by ensuring children are educated and in a safe space in school. Our work may be just a drop in the ocean, but through SOLD we hope that our drop becomes a ripple and then a wave of change as others join us in the fight against trafficking.”

Biographies



Gillian Anderson – Star of SOLD

Gillian Anderson is an Emmy, Golden Globe and SAG Award-winning actress. For her role as “Dana Scully” in the cult-classic series “The X-Files,” Anderson earned two Screen Actors Guild Awards, one Emmy Award and one Golden Globe Award, as well as numerous nominations for her portrayal of the character. In 2016, Anderson and Duchovny reprised their iconic roles as Agent Dana Scully and Agent Fox Mulder in “The X-Files” mini-series which garnered huge ratings.

“I’ve been involved in many charities over the years but the issue of trafficking, particularly child trafficking for sex, is such an abomination of humanity that I cannot not do something... [SOLD] is an entry point to the issue. By telling one girl’s story it gives voice to the millions of children who are trafficked every year.” – Thomson Reuters Foundation



Jeffrey D. Brown – Director of SOLD

Jeffrey Brown is an Academy, Emmy and Peabody Award winner. SOLD is his directorial feature film debut. SOLD has opened 6 International film festivals, won four audience awards and a jury award.

“This is not just a film, it’s a campaign. It’s a film that’s designed to be a vehicle of change. A film that will engage people to become part of the solution.” –BBC World News



Jane Charles – Producer of SOLD

Jane is multiple award-winning feature film, TV and media impact producer. She is a current board member and co-founder of Stolen Youth, a Seattle non-profit dedicated to raising funds and awareness to support the rescue and recovery of our community’s sexually exploited children and youth. Jane has also volunteered with The Assistance League of Seattle (Operation School Bell), Youthcare and S.A.F.E. She is dedicated to using film as a tool for change and producing media with real impact.

“We made SOLD as a tool for change to help end child trafficking. Not only to bring more awareness, but to help our partner organisations raise funds for programmes their doing on the front lines of this issue.” – SOLD The Movie promotional video

Get in Touch:

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