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Press Release

## **FIRST-EVER MTV EXIT ASEAN YOUTH SESSIONS LAUNCHES IN JAKARTA, INDONESIA**

**MTV EXIT Youth Ambassadors from ASEAN member states Cambodia, Indonesia, the Philippines, Thailand and Vietnam join forces to strengthen innovative anti-trafficking awareness campaigns**

**29 NOVEMBER 2012, JAKARTA:** MTV EXIT (End Exploitation and Trafficking) launches the first-ever Association of Southeast Asian Nations (ASEAN) Youth Sessions in Jakarta, Indonesia. In partnership with BINUS University International, this dynamic initiative brings together 25 MTV EXIT Youth Ambassadors ages 19-25 from the ASEAN member states of Cambodia, Indonesia, the Philippines, Thailand and Vietnam. The five-day event will focus on how social media can broaden the impact of the trafficking-in-persons (TIP) awareness campaigns created by youth. The week will conclude with the launch of a youth-led digital campaign on 2 December, the International Day for the Abolition of Slavery. This event will feature a live performance by MTV EXIT Band Ambassadors, d'Masiv, which will be streamed online at 13:20 (WIT) on the band's Google+ page via the Share the Stage initiative.

The MTV EXIT ASEAN Youth Sessions will feature social media experts from Google, Think.Web, Provetic and Change.org, who will facilitate hands-on digital activism sessions to allow the youth to explore how social media can be used to improve the effectiveness and scale of their human trafficking awareness campaigns. Additionally, Search for Common Ground will lead a session about how the youth can safely discuss controversial issues like human trafficking, and persuade their peers to support pro-social campaigns.

"Trafficking in Persons is a critical issue to ASEAN. Cambodia, Indonesia, the Philippines, Thailand and Vietnam are countries with a significant young population. Through the proven work of MTV EXIT, the strength of our young people and the power of social media, I know we can protect our citizens and increase human security for all," said Dr. Surin Pitsuwan, Secretary-General of ASEAN.

The week will kick off on 28 November at BINUS University International – the official partner of the MTV EXIT ASEAN Youth Sessions – where MTV EXIT youth will join the university's Regional Youth Leader Conference (RYLC) for training seminars on social entrepreneurship, Google+ technology, social media and community movements.

On 2 December, marking the International Day for the Abolition of Slavery, the MTV EXIT ASEAN Youth Sessions participants will launch a powerful Public Service Announcement (PSA) that incorporates Facebook



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personalisation technology, which embeds a viewer's Facebook pictures and basic information into the video. The youth will spread the PSA, which represents the key phrase *It Could Happen To Anyone*, by using social media to promote sharing of the video through the platforms of MTV EXIT's national and global partners, consisting of celebrity ambassadors, anti-trafficking organizations, government partners and key influencers. On 2 December, the PSA will launch on [www.mtvexit.org](http://www.mtvexit.org) as part of MTV EXIT's goal to reach one million online actions taken in the fight against human trafficking.

The PSA launch and MTV EXIT ASEAN Youth Sessions Closing Event will take place at the United States Embassy Jakarta's @America venue in Pacific Place Mall from 12:00 to 14:30 on 2 December.

"Following on the success of our previous youth sessions, we are thrilled to bring together the most passionate young leaders from across ASEAN to continue developing their leadership abilities and digital activism skills," said Matt Love, MTV EXIT Campaign Director. "Educating, engaging and empowering young people to use social media to deliver life-changing information is essential in the fight to end modern-day slavery!"

MTV EXIT ASEAN Youth Sessions are produced in partnership with the United States Agency for International Development (USAID), the Australian Government's Agency for International Development (AusAID), the Association of Southeast Asian Nations (ASEAN), Walk Free and BINUS University International. MTV EXIT is proud to partner with public relations agency Talk Link.

For more details about human trafficking and exploitation in Asia, visit [www.mtvexit.org](http://www.mtvexit.org) or follow MTV EXIT on the following social media platforms: [Twitter @mtvexit](https://twitter.com/mtvexit) and [www.facebook.com/mtvexit](http://www.facebook.com/mtvexit)

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#### **MTV EXIT ASEAN Youth Sessions Media Invitation**

- Date: Sunday, 2 December 2012
- Time: 12:00 to 14:30
- Venue: @America in Pacific Place Mall
- Remarks from USAID, AusAID, ASEAN and U.S. Embassy Jakarta representatives
- Live performance by D'Masiv
- Screening of the Public Service Announcement, *It Could Happen to Anyone*
- Presentation by MTV EXIT Youth Ambassadors

#### **For more media information, contact:**

Bonnye Hart, MTV EXIT | Email: [bonnye.hart@mtvexit.org](mailto:bonnye.hart@mtvexit.org) | Thai Number: +66 2 261 7866

Fearne (Wanwipa Wilawan), MTV EXIT | Email: [wanwipa.wilawan@mtvexit.org](mailto:wanwipa.wilawan@mtvexit.org) / [media@mtvexit.org](mailto:media@mtvexit.org) | Thai Number: +66 89799 9442

#### **More 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 and expanded across Asia with USAID in



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2007. To date MTV EXIT has produced an extensive catalogue of powerful TV programming to promote awareness about human trafficking. MTV documentaries include *Sold: An MTV EXIT Special* presented by Lara Dutta; *Traffic: An MTV EXIT Special*, presented by Lucy Liu; and *Inhuman Traffic*, presented by Angelina Jolie; each of which have been translated into a dozen local language versions presented by Asian celebrities such as Rain of Korea and Phyu Phyu Kyaw Thein and R Zarni in Myanmar. Further MTV EXIT programming also includes short films, public service announcements, animated drama and music videos. MTV EXIT and Radiohead collaborated on an anti-exploitation video for their song *All I Need*, which premiered across MTV's global network with similar collaborations with The Killers, MUSE, The Click Five, etc. 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, Jason Mraz and hundreds of other international and local artists. For more information visit [www.mtvexit.org](http://www.mtvexit.org).

#### **USAID**

USAID, the United States Agency for International Development, is an independent U.S. Government agency that operates under the foreign-policy direction of the U.S. Secretary of State. Since 1961, USAID has been the principal U.S. Government 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 as well as manages programs in countries in which it does not have a permanent presence. 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. Please see [www.usaid.gov](http://www.usaid.gov) for more information.

#### **AusAID**

AusAID is the Australian Agency for International Development. Australia's development assistance is guided by the Millennium Development Goals, the internationally agreed targets for poverty reduction, and by the Australian aid program's objective to assist developing nations to reduce poverty and achieve sustainable development. Australia works with NGOs, multilateral institutions and volunteers, as well as directly with national governments. Australia's support to the MTV EXIT Campaign complements other anti-trafficking work AusAID is undertaking in the region. These projects include the Asia Regional Trafficking in Persons (ARTIP) Project, which aims to strengthen the capacity of criminal justice agencies in South East Asia to respond to human trafficking; Project TRIANGLE, which works with governments in the region to improve the living and working conditions of migrants; and Project Childhood, which seeks to better protect children from child sex tourism and improve government systems to put the perpetrators of this crime behind bars. See [www.ausaid.gov.au](http://www.ausaid.gov.au) for more information.

#### **Walk Free**

Walk Free is a new movement of people everywhere working together to end one of the world's greatest evils: modern slavery. As we build our community across the world with the powerful tools of new technologies and social media, we will seek change at local, national and global levels. Walk Free's aim is to mobilise citizens, governments, businesses and communities to take action – so that slavery in all its forms is brought to an end, and people everywhere can walk free. [www.walkfree.org](http://www.walkfree.org)

#### **Association of Southeast Asian Nations (ASEAN)**

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. The ASEAN Secretariat is based in Jakarta, Indonesia. General information on ASEAN appears on-line at the ASEAN Website: [www.asean.org](http://www.asean.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. It is a form of modern-day slavery with the UN estimating that there are more than 20 million people living in slavery around 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\$32 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.