



13 November 2008

Animated film warns young women of the dangers of sex trafficking

A ground-breaking film which aims to warn young women in Eastern Europe of the dangers of being sex trafficked will be launched at a **Women as Property** event hosted by Anti-Slavery International and Amnesty International UK. The event will take place on the 2nd of December 2008 at 7pm at The Human Rights Action Centre, 17-25 New Inn Yard, London, EC2A 3EA.

The animated short film, entitled '**Two Little Girls**' follows the stories of two young women who are cruelly deceived by loved ones and are trafficked into prostitution against their will. The film was made in consultation with five Albanian women who were trafficked into the UK, and who shared their experiences with the film makers to ensure the accuracy of the stories.

Their stories reflect the two most common ways Eastern European women and girls are tricked and lured from their homes by people they know and trust.

Animage Films director Ruth Beni, who conceived the project, said: "The film is a powerful cautionary tale and we firmly believe that it will become a talking point amongst Eastern European young women who are the potential victims of this horrific trade. Films on this harrowing subject are often distressing and too difficult to watch. In order to maximise the film's impact we created beautiful animation with a fairy-tale feel and a majestic soundtrack so that our target audience will be enchanted by it and consequently become influenced by its serious message."

To realise the project Ruth has teamed up with Executive Producer Maggie Baxter, founder of Rosa the recently launched first UK Women's Fund and previous Executive Director of WOMANKIND Worldwide. Maggie said: "As well as showing the film on TV and cinemas it will be freely distributed directly to schools, community groups, woman's organisations and churches in each participating country starting with Albania where we have strong relationships with women's organisations and where film has already been met with great enthusiasm."

After Albania *Two Little Girls* will be rolled out across other countries in Eastern Europe in an extensive campaign to combat sex trafficking.

The film will also be shown in selected venues in the UK and the US in order to raise public awareness of this horrific trade.

It is currently estimated that sex trafficking is worth \$12 billion a year to the criminals who trade in women's misery.

ENDS

For more information please contact:

Maggie Baxter at maggie.baxter@blueyonder.co.uk 020 7794 2636

NOTES TO THE EDITORS

- Animage Films director **Ruth Beni** has been creating and producing award winning animated films for the creative/commercial industry for the past 20 years. In 2004 she was commissioned by female prisoner welfare charity Hibiscus to produce a short animated film warning Jamaican women of the dangers of becoming drug mules. *Eva Goes to Foreign* was shown in Jamaica, Trinidad, Ghana and Nigeria and had an unprecedented success in reducing the number of women smuggling drugs to the UK.

www.animageltd.com

www.hibiscuslondon.org.uk

- Executive producer **Maggie Baxter** has worked in the UK voluntary sector for nearly 35 years. Most recently she founded Rosa, the first UK Women's Fund having previously been the Executive Director of WOMANKIND Worldwide. Other experiences include Comic Relief, Diana, Princess of Wales Memorial Fund and being a trustee of City Parochial Foundation, Hilden Charitable Fund and Women for Refugee Women. In all jobs she has promoted women's interests and championed their rights, both in the UK and internationally.
- Oscar winning director, **Daniel Greaves** of Tandem Films is Creative Director and McLaren Award winner **Peter Baynton** of Tandem Films is Director. Music is by **Adrian Lee**. The film is narrated by **Juliet Stephenson**.

www.tandemfilms.com

- The **POPPY** Project, which is run by homeless women's charity Eaves, is the only government-funded specialist service supporting women trafficked into prostitution in the UK. The five women who helped to make *Two Little Girls* are currently receiving support and accommodation from the POPPY Project. Contact Eaves communications officer Anna Bowden on 020 7840 7126.
- **WOMANKIND Worldwide** is hosting the film and has made available financial management, programme and evaluation support.

www.eaves4women.co.uk

www.womankind.org.uk

- This film was funded by a number of UK charities including Comic Relief, Tudor Trust, Staples Trust, Esme Fairbairn Foundation, the Network for Social Change, Women's Trust Fund, and Ingrid Broad who made the first donation.