



WORLD PREMIERE OF GROUNDBREAKING MTV EXIT KOREAN DRAMA SERIES TO PREVENT HUMAN TRAFFICKING & EXPLOITATION

**New Korean Drama Series, Butterfly: An MTV EXIT Drama Production, to Premiere in
Thailand on Channel 7, 25 March 2013 at 8:30 AM**

21 MARCH 2013, BANGKOK: Today MTV EXIT (End Exploitation and Trafficking) announces the world premiere of “Butterfly: An MTV EXIT Drama Production,” a powerful program aiming to raise awareness and help prevent human trafficking in Asia. The gripping series is produced in partnership with the United States Agency for International Development (USAID), the Australian Government’s Agency for International Development (AusAID), Walk Free: the movement to end modern slavery, and the Korean Committee for the United Nations Children’s Fund (UNICEF); and it is endorsed by the South Korean Ministry of Gender Equality and Family. The MTV EXIT campaign is supported by the Association of Southeast Asia Nations (ASEAN).

The world premiere of “Butterfly: An MTV EXIT Drama Production” will air on MTV EXIT’s Thailand broadcast partner Channel 7 on Monday, 25 March at 8:30 AM. A promotional video clip is available at <https://vimeo.com/61697589>.

Produced in Korea by MTV EXIT, “Butterfly: An MTV EXIT Drama Production” is an original, 75-minute, three-part drama series of interweaving stories that highlight different aspects of human trafficking, with the common aim of raising awareness on the issue of modern day slavery. MTV EXIT partnered with revered Korean Drama Director Jun Ki Sung, working alongside Executive Producer Hyun-Good Shin. The series addresses various aspects of human trafficking: in the “Rose” episode, Jang Mi is forced into sex work after being lured from her village with the promise of making her name as an actress; in the “Hwaja” episode, the protagonist is sold into slavery under the pretense of a well-paid domestic job; and Jin Young, in the “Butterfly” episode, is abducted outside his family home by a child trafficking ring.

Known as *edutainment* in the development field, this unique program provides an entertaining vessel to educate audiences on the issue of human trafficking and promote prevention actions. The MTV EXIT Korean drama series pairs quality production value with important messages for audiences who may be unaware of the issue or may be involved in situations of trafficking or exploitation.





“MTV EXIT is on the cutting edge of innovative outreach through media. By fusing pop-culture entertainment and pro-social messaging, our Korean drama series is an effective way to educate, engage and empower audiences in the fight against modern-day slavery,” says MTV EXIT Director Matt Love.

Additional broadcasts of “Butterfly: An MTV EXIT Drama Production” will air throughout Asia according to the schedule below.

Vietnam: MTV Vietnam, 6 April, 5:00 PM
Cambodia: MyTV, 7 April, 8:00 PM
Laos: LaoStar, 8 April, 9:00 PM
Taiwan: MTV Taiwan, 15 April, 12:30 AM

Visit www.mtvexit.org for confirmed upcoming broadcast details in the following markets: South Korea, Japan, Philippines, Indonesia and Myanmar.

Human trafficking is a tragic crime that enslaves and exploits its victims, the majority of which are women and children. There are more than 20 million people living in slavery around the world with Southeast Asia particularly affected. The program forms part of a wider initiative that seeks to educate and train youth through innovative television programming, digital content, capacity building workshops and community-based events.

To report instances of human trafficking and exploitation in Thailand, please call 1300.

MTV EXIT is proud to partner with TQPR, the region’s leading public relations firm, for media services. MTV EXIT is also pleased to have Hotel Muse as an official event sponsor.

For all assets, please see the Electronic Press Kit at <http://mtvexit.org/butterflymedia/>.

For more information about human trafficking and exploitation in Asia, visit www.mtvexit.org and connect with MTV EXIT on the social media platforms below.

Twitter	@mtvexit
Instagram	@mtvexit
Facebook	www.facebook.com/mtvexit
Google+	plus.google.com/+MTVEXIT
YouTube	www.youtube.com/mtvef

###

For more media information, contact:

Bonnye Hart, MTV EXIT | Email: bonnye.hart@mtvexit.org | Thai Number: +66 086.040.6269
Wanwipa (Fearne) Wilawan, MTV EXIT | Email: wanwipa.wilawan@mtvexit.org | Thai Number: +66 897 99 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 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 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.

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. For more information, visit www.usaid.gov.

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 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

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.

UNICEF





UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: www.unicef.org or for Korean language information, www.unicef.or.kr.

Bangkok Broadcasting & T.V. Co., Ltd. (BBTV Channel 7)

Bangkok Broadcasting & T.V. Co., Ltd. (BBTV), also known as Channel 7, is rated by Nielsen Media Research as the number one most popular television station in Thailand. Presently, BBTV has cross-platform broadcast capabilities including Free TV, Cable TV and Smart platform. Viewers can conveniently watch BBTV's program everywhere and at all times. Since its establishment in 1967 with initial broadcast on 27th November 1967, BBTV has achieved country-wide coverage with 37 ground network stations across Thailand, and 5 main regional news centers in Chiang Mai, Korat, Pattaya, Phuket and Hat Yai province for news broadcasting. Over the past 45 years of its operation, BBTV is focused on media development and creating social shared value, while taking into account people quality of life. It is dedicated to upholding the 4 main principles namely "Accurate, Concise, Prompt News; "Number One Sports Station;" "Most Popular TV Drama" and "Social Responsibility." For more information, please visit www.ch7.com.

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 EXIT Foundation

Launched in 2003, the MTV EXIT 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.

