



INDONESIAN ROCK BAND, TIPE-X TO PERFORM AT MTV EXIT CONCERT IN BAUCAU TO RAISE AWARENESS ABOUT HUMAN TRAFFICKING

30 September, 2010 (Dili) – The MTV EXIT campaign today announced plans to hold a live concert in the Eastern city of Baucau on October 9 featuring performances by Timor Leste’s top artists as well as Indonesian megastars, Tipe-X. The free concert will be the 2nd event held in Timor-Leste as part of the MTV EXIT campaign which aims to educate youth about the dangers of human trafficking. The Baucau concert follows MTV EXIT’s successful first event in Dili on June 25 which attracted over 20,000 local music fans.

MTV EXIT (End Exploitation and Trafficking) is produced by the MTV EXIT Foundation in partnership with the United States Agency for International Development (USAID). In Timor-Leste, the campaign is supported by the Government of Timor-Leste, IOM, the Aloia Foundation and ICFJ.

The October 9 live concert in Baucau will be staged at Stadium Baucau, Kota Baru at 6:00 pm and is expected to attract more than 15,000 music fans. Also performing alongside Tipe-X will be local favorites Vidigal Pinto & Salazar Band, Inferno as well as top Dili bands Cinco Do Oriente and Galaxy. The concert will inform youth about the dangers of human trafficking and provide them with key information and tools to protect themselves from being exploited.

More than 2.5 million people are trafficked every year, with the majority of victims coming from the Asia-Pacific region. These concerts will engage and empower young people to better identify the dangers of human trafficking. Greater awareness of this issue can save lives.

“We are excited to be bringing the MTV EXIT Campaign to Baucau,” said Simon Goff, MTV EXIT’s Executive Director. “After the success of our first event in Dili in June this year, we are committed to taking our anti-trafficking messages across the country. Live music is an incredible force for change, and we look forward to reaching out to the people of Baucau to join us in the fight against modern-day slavery in Timor-Leste.”

U.S. Ambassador to Timor-Leste Judith Fergin stressed the importance of eradicating human trafficking in order to ensure that everyone around the world can live in safety and with dignity. Building on the concept of trafficking as a modern-day form of slavery, she explained, “trafficking happens when one person controls another person through intimidation and often even violence and then exploits the victim economically. As the world’s leader in fighting human trafficking, the United States believes that this MTV EXIT campaign provides the people of Timor-Leste with a better understanding of the issues and practical ways to stop trafficking in their own communities. Working together as partners, the United States Government and the Government of Timor-Leste can help tackle the problem of trafficking in Timor-Leste before it becomes any larger.”

MTV EXIT has held 25 concerts across Asia over the past two years, including events in Thailand, Laos, Cambodia, Nepal, Taiwan, the Philippines, Vietnam, Indonesia and Timor-Leste.

Official media partners: TVTL, Timor Post, Suara Timor Lorosae, Journal Diario Nacional

For more information, please contact:

Matt Love, MTV EXIT Campaign Manager, matt.love@mtvexit.org 737 2117

Lisa Rogers, USAID Communications Officer, lrogers@usaid.gov 730 5947

Be a part of the solution. Join the fight to end exploitation and trafficking.

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, 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 *Sold: An MTV EXIT Special* presented by Lara Dutta, *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 EXIT 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 Department 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 has worked in Timor-Leste since 1999. As part of a comprehensive partnership between Timor-Leste and the United States, USAID is currently supporting efforts in democratic governance; health services, including water, sanitation and hygiene; and economic growth.