

Beat: Entertainment

## JAYA INTERNATIONAL LAUNCHES INDIEGOGO CROWD FUNDING CAMPAIGN FOR SOLD

### AWARD-WINNING FILM ON CHILD TRAFFICKING

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**USPA NEWS** - Oscar-winning Director Jeffrey Brown, Impact Producer Jane Charles, and two-time Oscar winning Executive Producer Emma Thompson announced a crowd-funding campaign for the theatrical release of SOLD, an award-winning film tackling the worldwide human rights issue of sex trafficking...

Oscar-winning Director Jeffrey Brown, Impact Producer Jane Charles, and two-time Oscar winning Executive Producer Emma Thompson announced a crowd-funding campaign for the theatrical release of SOLD, an award-winning film tackling the worldwide human rights issue of sex trafficking. The Indiegogo campaign officially launched on October 19th: <http://igg.me/at/soldindiegogo>

This initiative is in order of seeking support to fund the film's Theatrical Release and Outreach to raise awareness about the global issue of Sex-Trafficking and raise funds for the protection of vulnerable children.

Based on the international bestselling novel by Patricia McCormick, SOLD depicts the life of an extraordinary thirteen-year-old girl who is trafficked across the Nepal-India border and forced to work in a brothel in Kolkata, India. By telling one girl's story, SOLD gives voice to the millions of trafficked children who are unheard and unseen.

'SOLD' has set a funding goal of \$50,000 using the online platform Indiegogo. These funds will support a team to conduct and manage the film's outreach campaign, TaughtNotTrafficked, an education campaign to prevent child trafficking in high-risk areas. SOLD will also launch a theatrical release in major cities.

The campaign highlights perks rewarded to funders, including a lottery for a free trip to India and packages with the acclaimed stars of SOLD: three nights in London at a 5-star hotel and breakfast with Gillian Anderson, and karaoke with David Arquette at his new club Blind Dragon in West Hollywood. Funders can also receive bracelets handmade by trafficking survivors.

Charities and anti-trafficking organizations have partnered with the film to spearhead efforts to protect children from trafficking, including Childreach International, Walk Free, ECPAT, United Way, Rotary Clubs International, Stolen Youth, and others.

SOLD has been the opening night film in five film festivals, and won three audience awards and a jury award for Best Feature.

Sold (2014), A young girl, Lakshmi, leaves her home in a quiet village in the Nepali Himalayas in the expectation of a job in big city India. However, upon her arrival in Kolkata, she soon realizes 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 cries for help and works with an NGO to spearhead a dangerous mission to rescue her. Finally, Lakshmi must risk everything for freedom.

Source : Jaya International

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