
MEDIA ADVISORY:
FOR IMMEDIATE RELEASE

Media Contacts: Simone Monasebian, United Nations Office on Drugs and Crime,
212-963-5631/ 917-294-5762
Shashi Kara, United Nations Office on Drugs and Crime, 212-963-7227/ 646-239-0909

**DEMI MOORE AND ASHTON KUTCHER TO KICK OFF 4 NOVEMBER LAUNCH
OF UN TRUST FUND FOR VICTIMS OF HUMAN TRAFFICKING**

New York, NY – On 4 November 2010 at 3:00 pm in Conference Room 4 of the North Lawn Building at UN Headquarters in New York, the United Nations Office on Drugs and Crime (UNODC) will formally launch the UN Voluntary Trust Fund for Victims of Trafficking in Persons, especially women and children. The Fund is one of the most important elements of the new United Nations Global Plan of Action to Combat Trafficking in Persons adopted by the UN General Assembly on 30 July 2010.

The Fund will provide humanitarian, legal and financial aid to victims of human trafficking, and be managed by UNODC, with the advice of a Board of Trustees appointed by the UN Secretary-General.

Celebrated humanitarians and actors **Demi Moore** and **Ashton Kutcher** will lead the Fund's kickoff at the UN on 4 November along with **H.E. Joseph Deiss**, President of the UN General Assembly, UN Secretary-General **Ban Ki-moon**, New York Times Pulitzer Prize winning author-journalist **Nicholas Kristof**, and UNODC Executive-Director **Yury Fedotov**, among others. Also attending the launch will be civil society leaders who have championed trafficking victims' rights, as well as experts from academia and law enforcement, private sector supporters of the cause, and survivors of modern day slavery. The event will be webcasted at <http://www.un.org/webcast>.

Ms. Moore and Mr. Kutcher have demonstrated a strong commitment to the fight against human trafficking. They created "DNA", the Demi and Ashton Foundation, which aims to raise awareness about child sex slavery worldwide, change the cultural stereotypes about the issue, and rehabilitate victims. "*Freedom is a basic human right and slavery is one of the greatest threats to that freedom,*" Kutcher said. "*No one has the right to enslave another person,*" said Moore. Recently, Moore and Kutcher spoke about the issue at the Clinton Global Initiative. This year, Kutcher traveled to the Russian Federation to discuss technology solutions to slavery, which has stimulated a major project in Russia in collaboration with USAID, the U.S. State Department, and others. Moore also spoke at a U.S. Congressional briefing on the domestic sex trafficking of children, traveled to Haiti to address the issue within the earthquake-ravaged country, met with trafficking victims at a Los Angeles shelter and along with Kutcher visited the Mexican border with the U.S. Department of Homeland Security and U.S. Immigrations and Customs Enforcement.

"We are honored to have Demi and Ashton join the UN Office on Drugs and Crime for the launch of the UN Trust Fund for Victims of Trafficking in Persons. We hope Demi and Ashton's extraordinary commitment to the plight of trafficking victims will move others to take action against modern day slavery," said Yury Fedotov, Executive Director of the UN Office on Drugs and Crime.

Human Trafficking is a multi billion dollar a year business, with profits second only to drug and arms trafficking, and most of its victims women and children. UNODC plays a central role in the fight against all forms of human trafficking including, sex trafficking, forced labor, and trafficking in persons for the purpose of organ removal. UNODC works with governments, the private sector, NGOs, academia, foundations, think-tanks, and the arts community to combat human trafficking by raising public awareness, engaging in

preventative activities and victim assistance, and enhancing the capacity and skills of criminal justice professionals and policymakers.

UNODC invites all Governments, Foundations, and the Private Sector to generously pledge contributions to the Trust Fund. Pledges will be announced at the launch of the Trust Fund, which will be open to press, and leaders from the private sector, NGOs, academia, foundations, and arts communities, with advance registration. Those wishing to make a pledge are requested to contact Ms. Simone Monasebian, Chief of the UNODC New York Office, at 1-212-963-5631 (monasebian@un.org).

Accredited media are invited to attend a 2:30 pm press briefing featuring Demi Moore, Ashton Kutcher and UNODC Executive-Director Yury Fedotov in the Spokesperson's Briefing Room on 4 November. Accredited media are also invited to cover the 3:00 pm launch featuring Ms. Moore and Mr. Kutcher in Conference Room 4 of the North Lawn Building of UN Headquarters in New York on 4 November.

Unaccredited media wishing to cover the 2:30 pm press briefing or 3:00 pm launch event should send a request to malu@un.org with copy to monasebian@un.org, on the letterhead of their media organization requesting a badge to cover the 4 November events.

##