PROJECT FUTURES presents

SOMALY MAM’S
TOUR DOWN UNDER
SYDNEY/MELBOURNE
8 - 18 NOVEMBER 2012

- Fortune Magazine’s Most Powerful Women (2011)
- CNN Hero – CNN Freedom Project (2011)
- Time Magazine’s 100 most influential people of the world (2009)
- Glamour Woman of the Year (2006)
Who is Somaly Mam

Born to a tribal minority family in the Mondulkiri province of Cambodia, Somaly Mam began life in extreme poverty. With limited options as a severely marginalised ethnic group, and living in unimaginable despair, her family often resorted to desperate means to survive. This confluence of dire circumstances led to Somaly being sold into sexual slavery by a man who posed as her grandfather.

Somaly was forced to work in a brothel along with other women and children for many years, and was brutally tortured and raped. One night, she was made to watch as her best friend was viciously murdered. Deciding then that she would no longer “keep her silence,” Somaly heroically escaped her captors and began to build a new life abroad.

But she vowed never to forget those she left behind, and soon returned to Southeast Asia. She dedicated her life’s work to saving victims, building shelters and programs for healing, and empowering survivors to become agents of change. In 1996, Somaly established a Cambodian non-governmental organisation called AFESIP. Under Somaly’s leadership, AFESIP employs a holistic approach that ensures victims not only escape their plight, but have the emotional and economic strength to face the future with hope. With the launch of the Somaly Mam Foundation in 2007, Somaly has established a funding vehicle to support anti-trafficking organisations and to provide victims and survivors with a platform from which their voices can be heard around the world. Somaly estimates that she and her team have assisted over 7,000 victims to date.

Universally recognised as a visionary for her courage, dignity, ingenuity, and resilience, Somaly has been honored as one of Time Magazine’s 100 Most Influential People of 2009 and as a CNN Hero. She is also the recipient of the Prince of Asturias Award for International Cooperation, The World’s Children’s Prize for the Rights of the Child (WCPRC), Glamour Magazine’s 2006 Woman of the Year Award, one of Fortune Magazine’s Most Powerful Women in 2011, one of Fast Company’s 2012 League of Extraordinary Women, and has won accolades from the US Department of Homeland Security and the US Department of State.

What is PROJECT FUTURES?

PROJECT FUTURES is a Sydney based, non-profit organisation, run by a passionate network of young and inspiring professionals. We raise awareness and funds for programs dedicated to combatting human trafficking and sexual exploitation in Australia and South-East Asia. The money raised contributes to the funding of rescue, recovery, education and reintegration of victims, as well as advocacy for the cause. We are in partnership with The Somaly Mam Foundation and to date have raised over $400,000 for their work in Cambodia.
Friday 9th November
Business Chicks Breakfast - Somaly Mam Keynote Speaker
Host - Nartasha Belling, Channel 10 News
Westin Ballroom, Sydney
7am - 9am

Business Chicks will host this breakfast aimed at celebrating women in business and their contribution to raising funds and awareness for Somaly, the issue of human trafficking and her work in Cambodia.

Saturday 10th November
A Celebration with Somaly Mam
Dome Bar, Surry Hills
7pm - 12am

Join us on Saturday night to raise a glass to the hard work of Somaly and Sina at the PROJECT FUTURES hosted cocktail party. All funds raised will go towards supporting Somaly Mam’s work in Cambodia and advocating across the globe. Tickets include two hours of canapes, drinks and entertainment, so dress to impress and get ready to celebrate PROJECT FUTURES style.

Monday 12th November
LexisNexis presents Half The Sky – Exclusive Pre-Launch Premiere
Event Cinemas, George Street
6.30pm - 9pm

From two of the world’s most fiercely moral voices, Half the Sky: Turning Oppression into Opportunity for Women Worldwide is a passionate call to arms against our era’s most pervasive human rights violation: the oppression of women and girls in the developing world. With Pulitzer Prize-winning journalists Nicholas Kristof and Sheryl WuDunn as our guides, we undertake an odyssey through Africa and Asia to meet with extraordinary women struggling there. Among them is a Cambodian teenager sold into sex slavery and an Ethiopian woman who suffered devastating injuries in childbirth. Through these stories, Kristof and WuDunn help us see that the key to economic progress lies in unleashing women’s potential. They make clear how so many people have helped to do just that, and how we can each do our part. Throughout much of the world, the greatest unexploited economic resource is the female half of the population. Somaly Mam is one of 5 extraordinary women featured in this film.

Tuesday 13th November
High School Leadership Keynote
Loreto Normanhurst
1:30pm - 2:30pm

Open to all senior schools. Please contact Grace Paraino gparaino@loretonh.nsw.edu.au to register.

They say our children are our future. If that’s so, then the future is looking bright as the supporters and fundraisers of PROJECT FUTURES are getting younger. Loreto Normanhurst alone has raised $70,000 for Project Futures this year and supported 17 parent and student participants to cycle in the 2012 FUTURES Cycle Challenge! Somaly will be hosted by Loreto Normanhurst and the college is inviting surrounding high schools to listen to Somaly’s inspirational story.
Friday 16th November
Business Chicks Breakfast - Somaly Mam Keynote Speaker
Host - Anjali Rao, Journalist and Guest Host of The Project
Peninsula Melbourne
7am - 9am

Business Chicks will host this breakfast aimed at celebrating women in business and their contribution to raising funds and awareness for Somaly, the issue of human trafficking and her work in Cambodia.

Friday 16th November
PROJECT FUTURES Melbourne Launch
One Fitzroy Street, St Kilda
7pm - 12am

It’s official, PROJECT FUTURES is now operating in Sydney and Melbourne! Join Somaly and the PROJECT FUTURES Melbourne team as we roll out the red carpet in one of the most beautiful and trendiest spots in Melbourne.

Saturday 17th November
PROJECT FUTURES DIY Black Tie Ball
Contact: Kate Shady (kate@marketingfocus.com.au)

One of our amazing supporters is taking the reins to organise a black tie function on behalf of, and in support of, PROJECT FUTURES. Kate is a long time supporter of Somaly’s work and PROJECT FUTURES and her events are always a huge success. We are very excited to add this event to our official itinerary. Ladies frock up and gents get your bow ties on to and join us at the DIY Black Tie Ball.

PROJECT FUTURES was established in June 2009 and for the first two years ran 100% voluntarily. In the last year we have employed a part time CEO and increased our network of engaged volunteers who are largely responsible for the work that you see from PROJECT FUTURES to date. All video content, marketing collateral, web design and development has been managed and run by volunteers. We have achieved so much in such a short amount of time and in 2013 we are looking for support in setting up a sustainable model for this entity as well as the international partnerships we have developed to date.

Somaly Mam is coming to Australia as a champion and believer in PROJECT FUTURES achievements for her own foundation and work and we are seeking opportunities to partner with corporates, philanthropists, community groups and educational institutions to gain visibility for her tour. If you are interested in corporate sponsorship and promotion, please contact:

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www.projectfutures.com

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To buy tickets to these events, please go to www.projectfutures.com