



FOR IMMEDIATE RELEASE

EDOF Strategic Partnership with CNN Freedom Project

Geneva, April 2nd, 2015 - The [Essam and Dalal Obaid Foundation](#) (EDOF) and the [CNN Freedom Project](#) have launched a [new strategic partnership](#) that will seek to educate and advocate against human trafficking. The campaign began on March 23, 2015, with a PSA video calling for an end to modern day slavery that will air for one year at the beginning and end of all CNN Freedom Project documentaries. EDOF will also be lending support and messaging to the Freedom Project's blog that features a diverse range of voices, from celebrity activists to anti-slavery campaigners, raising awareness of and suggesting solutions to human trafficking.

"We are very pleased to be working with the CNN Freedom Project on this vital initiative," says EDOF CEO Nawaf Obaid. "Despite continuing efforts, modern slavery remains a fact in our world, with wide-ranging social, economic, and humanitarian ramifications. All governments and businesses must join forces to stop this heinous global crime, and this new partnership between EDOF and CNN will work toward this goal."

EDOF is partnering with the CNN Freedom Project because of its long-standing commitment to bringing greater global awareness to the problem of human trafficking. The Freedom Project has been pivotal in not only spreading information about the issue, but it has been able to catalyze concrete action by donor countries, international organizations, NGO's, and private foundations through passionate storytelling, investigative journalism, documentaries, and live events. To date, the project has reported over 400 unique stories on human trafficking across more than 60 countries, provided evidence that has led to the liberation of over 1000 people, sparked tens of millions of dollars in donations to anti-trafficking organizations, and helped change laws and multi-national corporate policies around the world.

EDOF's work with CNN is a manifestation of its core mission of providing support to individuals and organizations that are on the frontlines of addressing critical social and medical needs. Other EDOF initiatives include the establishment of the state-of-the-art Essam and Dalal Obaid Center for Reconstructive Transplant Surgery at the Mayo Clinic in Rochester, MN, and critical support to the War Trauma Hospital in Tripoli, Lebanon, operated by the International Committee of the Red Cross (ICRC).

Speaking of EDOF's mission, CEO Nawaf Obaid says: *"When my father, Essam Obaid, died, his final wish was that my mother, my two brothers, and I would carry on with his passion for humanitarian progress. I can think of no better way to fulfill his wish than to try to tackle slavery, which far too few people know to be a major global problem."*

More information about EDOF and the CNN Freedom Project partnership can be found at <http://cnnfreedomproject.edof.org> or <http://edition.cnn.com/specials/world/freedom-project>.

Contact:

Christelle Marquette

TEL +41 22 818 61 20

Christelle.Marquette@EDOF.org