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**VIEWCHANGE.ORG ANNOUNCES ONLINE FILM CONTEST WINNERS FOR  
POWERFUL STORIES ON PROGRESS IN THE DEVELOPING WORLD**

**\$25,000 GRAND PRIZE GOES TO FILM ABOUT A KENYAN WOMAN WHO  
OVERCOMES ALL OBSTACLES TO FOLLOW HER DREAMS**

San Francisco, Calif. – ViewChange.org, a new multimedia website launched by Link TV and devoted to stories about global development, today announced the ViewChange Online Film Contest winners, awarding its \$25,000 Grand Prize to a film that tells the story of Kakenya Ntaiya who makes her simple dream come true: opening the first primary school for girls in her Maasai village in Kenya. “Vital Voices: Kakenya,” by New York filmmakers Aaron Kisner and Pistachios also won the \$5,000 prize in the “Overcoming Conflict” category with the riveting film which uses animation, photography, and video to tell Kakenya’s incredible story.

In all, Link TV named six winners, representing each of the film contest’s six categories. They were among more than 136 entries in the contest, which focused on how people around the world are making progress in achieving the United Nation’s Millennium Development Goals. All films can be viewed here ([www.viewchangeonline.org](http://www.viewchangeonline.org)). The film contest is part of Link TV’s official launch of ViewChange.org – a multimedia website created to spark progress in improving the lives of people in developing countries, which is funded by the Bill & Melinda Gates Foundation.

Each category winner received \$5,000. The other winners included:

**EMPOWERMENT CATEGORY: “Chocolate Country,” by Robin Blotnick (New York, USA)**

In the backcountry of the Dominican Republic, poor cacao farmers have been fighting a losing battle with the global economy for as long as anyone can remember. The Loma Guacnojo Cooperative has found a way to turn the system on its head.

**INNOVATION CATEGORY: “Burning in the Sun” by Cambria Matlow (New York, USA)**

Twenty-six-year-old charmer Daniel Dembele decides to return to his homeland in Mali and start a local business building solar panels - the first of its kind in the sun-drenched nation. Daniel's goal is to electrify the households of rural communities, 99 percent of which live without power.

**LEADERSHIP CATEGORY: “The Witchdoctor” by Robby Bresson (Kenya)**

In Africa, traditional Healers have a great influence on how societies perceive new ideas and react to change. “The Witchdoctor” is a comical drama that seeks to affirm the role of the traditional healer, who at the grassroots level is doing his part to fight against H.I.V and AIDS.

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**LOCAL/GLOBAL CATEGORY: “Rising to the Top” by Ana Cetina (Washington, D.C., USA)**

Can flying through the air with the greatest of ease improve the lives of impoverished people? That’s the premise of the Sarakasi Trust, a non-profit organization in Nairobi, Kenya, that empowers young people through the arts. “Rising to the Top,” follows two of the artists who have built better lives through acrobatics.

**SUSTAINABILITY CATEGORY: “Trash is Cash” by Peter Jansen (Nairobi, Kenya)**

This music video by the hip hop group, Wafalme, features 18 kids ages 8-23. Rapping about pollution and climate change in the slums of Nairobi, Kenya, Wafalme and the Slum Talent Trust seek to enlighten us about the ways recycling can lead to self-employment and a better, more sustainable world.

“We received an impressive number of films from around the globe showing the stunning progress and the often-heroic efforts of global development workers and organizations,” said Karen Stevenson, President and CEO of Link TV. “Filmmakers telling stories based in 49 countries, including Iraq, India, Tanzania, Nepal, Rwanda, and Namibia stepped up to raise awareness about global development, inspire people to action, and support the worldwide movement to achieve the UN Millennium Development Goals.”

ViewChange.org launched the online film contest in April, calling on filmmakers from around the world to submit showing progress in six categories aimed at showing progress in achieving the MDGs. Winners were determined through online voting and a celebrity panel of judges. Link TV announced the 30 finalists at **Tedx: The Future We Make**, an event in London pegged to the UN Millennium Development Summit in New York in September.

“It was an uplifting experience to be part of such a meaningful film contest,” says Danny Glover, actor, director, and UN Ambassador. “As a filmmaker myself, I can relate to the sensibility each contestant had for the struggle they portrayed in their movie.”

Glover was part of a panel of celebrity judges that viewed and voted on the 30 finalists’ films. Other celebrity judges included: Wim Wenders, director; Gael García Bernal, actor and director; Senator Daniel K. Inouye, Chair of the Committee on Appropriations; Angélique Kidjo, Grammy-Award winning musician and UN Ambassador; Chimamanda Ngozi Adichie, author of “Purple Hibiscus” and MacArthur Fellow; and Charles Annenberg Weingarten, filmmaker, philanthropist, storyteller, and Director and Vice President of the Annenberg Foundation.

Online voters from around the world joined official judges to cast 29,134 ballots for their favorite short film. Dirbdil Assefa’s film “Because I Dare” received the highest number of votes for his film about a single mother in Ethiopia, who was determined to realize her simple dream of feeding and sending her four children to school. Many of the winning films will also be broadcast on Link TV and other television channels worldwide, as well as available for high-quality streaming at ViewChange.org.

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The film contest is part of Link TV’s official launch of ViewChange.org – a multimedia website created to spark progress in improving the lives of people in developing countries. Funded by the Bill & Melinda Gates Foundation, the site combines powerful video stories with the latest semantic web technology to make videos, articles, blogs, and actions readily available to key audiences working to eliminate hunger, poverty, and disease in the developing world. Partner groups will be able to contribute content and use the rich media to change attitudes and inspire citizens to action.

**Link TV** is one of the nation’s largest independent television broadcasters and is devoted to providing diverse global perspectives on news, current events, and world culture not typically available on other U.S. networks. Link TV regularly airs a robust selection of award-winning films and documentaries that explore the human condition from diverse multi-cultural perspectives Link TV is available as free 24/7 service on DIRECTV channel 375 and DISH Network channel 9410, reaching nearly 33 million U.S. homes. Select Link programs are also shown on more than 170 local cable outlets. For complete background information, program schedule, and internet streaming of more than 4,400 of Link TV’s original programs, music videos, documentary clips, and interviews, visit [www.linktv.org](http://www.linktv.org).

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