

MEDIA RELEASE

October 19, 2009

Contact: Deborah Zanke, (204) 880-4509

It's time to speak 'Man to Man' about child sexual exploitation Jason Priestley, Jacques Villeneuve among Canadian men speaking out on website

Winnipeg – *Little Mosque on the Prairie* actor, Manoj Sood, will help Beyond Borders launch a new Web-based public awareness campaign at 11-400 St. Mary Avenue at Noon on October 20. Sood is one of six high profile Canadian men delivering the message to other men that the sexual exploitation of children must stop now. Visit www.beyondborders.org (October 20) to view the campaign.

Man to Man is the **first campaign of its kind** with respect to sexual exploitation. "Most public awareness campaigns about child sexual abuse have focussed on the victim," explains Beyond Borders President, Rosalind Prober. "That's obviously important but we've ignored trying to tackle the demand side of the issue. This campaign changes that."

The campaign notes that although females sometimes exploit children for sex, more than 90% of those charged with the offence are male. **Further, the campaign hinges on a simple premise—without those who use children for sex and profit (the demand) there would be no victims (the supply).**

"We want to encourage men to get involved with this issue and to take a stand. It's important for boys and men to hear that using children for sex and profit is not okay," says Prober. "Hearing that message from men they admire or look up to is equally important because the message has more weight."

The campaign hopes to add other men to the roster of males speaking out. Featured on the site to start are Corner Gas actor, **Lorne Cardinal**, NFL athlete, **Israel Idonije**, journalist/author, **Victor Malarek**, actor/director, **Jason Priestley**, *Little Mosque on the Prairie* actor, **Manoj Sood** and race car driver, **Jacques Villeneuve**.

Features of the campaign webpage include a series of myths those who offend tell themselves that enable them to exploit children. For example, that viewing child sexual abuse images (child pornography) is a victimless act. A corresponding fact is displayed along with each myth. Men are encouraged to send an E-mail link to other men within their personal networks asking them to raise awareness. There is also a section about seeking help for those who have carried out sexual offences against children or have thoughts about it.

"I'm sure some may think this is an odd campaign for a victims' rights group to take on," states Prober, "but I think it's realistic. We need men to talk in order to change the offender mindset. This is first, groundbreaking step."

-30-