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FUTURE FREEDOM *VENEZIA*: THE LAUNCH OF THE ANNUAL HUMAN RIGHTS AWARD

A new human rights award will be launched at a reception in Venice this week, to recognise humanitarian acts by high profile members of the creative community.

Launching at the Venice Film Festival, Future Freedom: The Annual Human Rights Award is a new initiative that will honour individuals who have championed human rights and who have made an outstanding contribution in speaking out for those who cannot highlight injustice, oppression and suffering in our world.

The award, established by Italian philanthropist Manuele Malenotti, will pay tribute to those inspirational individuals who use their celebrity to speak out on social injustice.

The initiative is to be presented annually at an international film festival, enabling Malenotti to harness his passion for film with his strong personal convictions to acknowledge exceptional celebrity activism. As owner of film production company (Black Water productions) Malenotti is a familiar face on the international film festival circuit and has hosted many successful fundraisers at Cannes and Venice film festivals and during the Oscars. Malenotti also sits alongside George Clooney on the board of (Running Heart foundation).

Of the Future Freedom Award, Malenotti says “I am greatly inspired by men and women who choose to channel their time and energy in such admirable and positive ways. In my life I have witnessed so much generosity and courage from high profile people who could so easily ignore the human suffering in our world. This annual award will seek to honour such commitment and also shine a light on some of the most urgent humanitarian crises facing the world.”

The cocktail reception to launch the award will be held in honour of Tasha de Vasconcelos, EU Ambassador for Human Rights, for her ceaseless commitment to maternal mortality rates in her native Africa. It is to be held on Wednesday 31st August at 22.00hrs at the Bungalow 8 pop-up at Palazzina Grassi and in association with the EU, AMOR, MSymbol and the 68th Venice Film Festival. It will be hosted by Bungalow 8 Proprietress Amy Sacco and will be attended by many high profile international guests who are in Venice for the Film Festival.

African born Tasha de Vasconcelos is a supermodel, actress, founder of humanitarian association AMOR (Aide Mondiale Orphelins Réconfort) and Ambassador of the European Union-to combat poverty and social exclusion. Born herself in Africa she witnessed the atrocities of civil war growing up in former Rhodesia and throughout her career has been a tireless campaigner for Africa.

“I was born in a continent that is crying out for help. Africa needs swift and direct action on a global level and I feel greatly encouraged by the launch of the Future Freedom award.” says Tasha. “Africa must remain at the forefront of our awareness and initiatives such as Manuele’s help to keep this state of emergency top of mind. As you grow older, you will discover that you have two hands. One for helping yourself, the other for helping others”.



Tasha has worked with many of the world’s most high profile charitable organisations, including Nelson Mandela Children’s Fund, UNAIDS and UNICEF. In 2006 Tasha founded AMOR, with the specific aim to see significant reductions in global infant and maternal mortality rates, through working with trusted local agencies and international partners. AMOR's key objectives are to provide medical services to mothers at risk and appropriate care for orphans. In April 2009 Tasha opened Amor’s first project, a maternity unit in Malawi, financed, built and equipped entirely by AMOR. In October of the same year EU President José-Manuel Barroso asked Tasha to become the European Union’s public face for humanitarian causes. AMOR is supported by Prince Albert II de Monaco and was strongly championed by American actor Paul Newman.

“Tasha embodies the spirit of Future Freedom,” comments Manuele Malenotti. “she is a brave, strong, hardworking individual, committed to making a difference to the lives of women and children in Africa. A true activist. I am delighted to honour her at our launch reception and for her to be part of this award from its inception.”

With the Future Freedom Award, Malenotti hopes to highlight the plight of others and the work of one inspirational individual each year, to show his support and respect for those who refuse to remain silent in the face of human suffering.

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