

Media Contacts

Polskin Arts & Communications Counselors:

Jennifer Essen  
essenj@finnpartners.com  
212.593.5881

Megan Sprenger  
sprengerm@finnpartners.com  
212.593.5889

Connecticut:

Gwen North Reiss  
gwenorthreiss@gmail.com  
203.966.6530

GRACE FARMS FOUNDATION SECOND ANNUAL BENEFIT RAISES HALF A MILLION DOLLARS TO HELP END MODERN DAY SLAVERY

INDIA.ARIE, FOUR-TIME GRAMMY AWARD-WINNING SINGER/SONGWRITER AND PHILANTHROPIST, HEADLINES EVENT

WPP AGENCIES GEOMETRY GLOBAL AND J. WALTER THOMPSON, SHAZAM AND THOMSON REUTERS FOUNDATION COME TOGETHER WITH GRACE FARMS FOUNDATION TO SHED LIGHT ON THE GREATEST HUMANITARIAN ISSUE OF OUR TIME

FREEDOM NEEDS FIGHTERS  
UNCHAIN.ORG



Laura Johnson, Sharon Prince, Amb. Luis C.deBaca, Tony Coldwyn, Carl Preller, Jay Fielden © Hogarth Worldwide



India.Arie and band © Hogarth Worldwide

NEW CANAAN, Conn., Oct. 16, 2017 – Post Event Media Alert

**WHAT:** On October 14, 2017, Sharon Prince, Chair and President of Grace Farms Foundation, along with benefit Co-Chairs Jay Fielden and Peter Hunsinger, welcomed more than 350 arts, culture and business leaders, philanthropists and dignitaries to the Foundation’s second anniversary celebration headlined by four-time Grammy award-winning singer/songwriter and philanthropist India.Arie. The event at Grace Farms in New Canaan, Conn. raised \$500,000 and secured corporate partnerships in support of “Unchain,” a first-of-its-kind global campaign to help eradicate modern day slavery, which aims to launch in 2019.

Upon arrival, guests were invited to explore Grace Farms’ award-winning SANAA-designed River building and enjoy a floating dinner with specialty courses and cocktails. Throughout the grounds, visitors encountered an experiential walkway featuring human-shaped mirrors representing the 40 million unseen victims of slavery, and had the opportunity to participate in Shazam augmented reality experiences that unlocked stories from both victims and traffickers, shedding light on the realities of modern day slavery.

The evening’s formal program included a special video message from Connecticut Senator Richard Blumenthal; remarks by Rich Riley, CEO of Shazam; Sharon Prince, Chair and President of Grace Farms Foundation; and Antonio Zappulla, COO of Thomson Reuters Foundation.

Trafficking survivors **Tina Frundt**, Founder and Executive Director of Courtney's House, named to the United States Advisory Council on Human Trafficking and **Aklima Bibi**, UK barrister, both received standing ovations after sharing their stories.

"Together, we have a rare opportunity to change the mindsets and actions of individuals, corporations and governments," said Prince. "The time is now. Join us and accelerate the movement to unchain the world and disrupt modern slavery."

"Everyday I have to convince people that my trafficking experience happened here in the United States," said Frundt.

**Carl Preller** and **Laura Johnston** from Geometry Global unveiled initial concepts and plans for next year's unprecedented awareness campaign that aims to bring together corporations, NGOs, influencers, governmental agencies, and digital and media partners, to create systematic change. The presentation included a first look at the campaign's hummingbird logo and the slogan "Freedom needs fighters."

"We are at the tipping point," said Preller. "We need to move people from awareness to action, and together we can finally put an end to modern day slavery."

The evening ended with a moving concert by **India.Arie** who brought the crowd to their feet after singing the rarely performed *Worthy*, the title song of her forthcoming album. The crowd stood once again with a roaring ovation as she concluded the concert with a passionate rendition of *Soulbird Rise*. Additional songs performed included *Love Yourself*, *Strength, Courage, Wisdom*, *Talk to Her*, and *I am Light*.

"My intention is to spread love, healing, peace and joy," said Arie. "The door should be open for everyone."

The program was emceed by **Ambassador Luis C.deBaca** and Grace Farms Foundation's **Krishna Patel**, two of the country's preeminent experts on modern slavery.



**WHERE:** Grace Farms is a cultural and community center that features a building designed by Pritzker Prize-winning architects SANAA that seamlessly integrates into 80 acres of open space for people to experience nature, encounter the arts, pursue justice, foster community, and explore faith. It has been acclaimed by the AIA National 2017 Honor Award, Mies Crown Hall Americas Prize for best built work in the Americas, and *Fast Company*, among others.

A diverse natural habitat in the northeast corner of New Canaan, Connecticut, Grace Farms is home to numerous varieties of flora and fauna. Approximately 77 of the 80 acres have retained in perpetuity as open meadows, woods, wetlands, and ponds.

**WHEN:** Saturday, October 14, 2017

**WHY:** Modern slavery is one of the greatest humanitarian issues of our time, yet far too few people understand its magnitude. More people are enslaved today than at any time in history. Over

40 million people are trapped in a world of forced labor, sex trafficking, child marriage or debt bondage that crosses international borders, cultures and industries. This crisis is underpinned by a massive \$150-billion dollar criminal enterprise, at times unwittingly fueled by our own consumerism.

IMAGES: Contact Alyssa Wall: [alyssa.wall@finnpartners.com](mailto:alyssa.wall@finnpartners.com)



ATTENDEES: Sharon Prince, President and Chair of Grace Farms Foundation and Unchain Launch Committee Co-Chairs Jay Fielden, Editor-in-Chief, Esquire and Pete Hunsinger, Chief Marketing Officer of Everyone's Earth and former Condé Nast Publisher, will welcome the following guests:

Artists & Cultural Leaders: **India.Arie**, Four-Time Grammy Award-Winning Singer/Songwriter and philanthropist; **Tony Goldwyn**, actor, director, producer and political activist; **Silas Farley**, New York City Ballet dancer; **Cassia Wilson**, Austin Ballet dancer; **Corban Addison**, international bestselling author; **Conor Grennan**, Founder, Next Generation Nepal and Assistant Dean of NYU Stern School of Business; **Molly Gochman**, experiential artist and activist; **Rose-Marie Fox**, Board Chair, Silvermine Arts Center; and **Miroslav Volf**, Founder and Director of Yale Center for Faith and Culture.

Dignitaries & Government Officials: **Amb. Luis C.deBaca**, former U.S. Ambassador-at Large to Monitor and Combat Trafficking in Persons; **Amb. Christian Wenaweser**, Permanent Representative of Liechtenstein to the United Nations; and **Jilian Gilchrest**, Connecticut Coalition Against Domestic Violence, Chair, Connecticut Trafficking in Persons Council.

Business Leaders & Philanthropists: **Rich Riley**, CEO of Shazam; **David Mazza**, SVP and Chief Technical Officer, NBC Sports Group and NBC Olympics; **Kathy Kladopoulos**, President, The Midas Exchange; **Elizabeth Grennan**, Associate General Counsel, McKinsey & Company; **Carl Preller**, Chief Performance Officer, Geometry Global North America; **Mary Vanderslice Kelly**, Executive Director, United Way Center on Human Trafficking & Slavery; **Helena Barton**, Deloitte Partner and Client Service Executive-Strategic Risk, **Josef Schmidt**, CEO of Freedom United; **Leslie Little**, Board of Directors at Lumos Foundation; and **Michael Chen**, CEO and President, Chen & Associates, Chairman of the CEO Forum; **Dan Austin**, Co-founder and Executive Director, 88 Bikes.

MORE INFO: Created in partnership with WPP agencies Geometry Global and J. Walter Thompson, as well as Shazam and Thomson Reuters Foundation, Unchain is a collaboration among public, private and individual efforts to disrupt the many facets of modern day slavery by generating public awareness and engaging activism. The campaign, expected to launch in early 2019, is being developed as part of the Foundation's Justice Initiative.

[unchain.org](http://unchain.org)

###

### About Grace Farms Foundation

Grace Farms Foundation was established in 2009 as a private operating foundation with 501c3 status in New Canaan, Connecticut. The Foundation supports initiatives in the areas of nature, arts, justice, community, and faith, and encourages participation on a local, national, and global level. Grace Farms Foundation carries out its work principally through the publicly available facilities and integrated programs of Grace Farms, an 80-acre property owned and operated by the Foundation, where individuals and not-for-profit organizations can come together to collaborate for good.

[gracefarms.org](http://gracefarms.org) @gracefarmsct #gracefarms

**Image credits:** Antonio Zappulla Amb. Luis C.deBaca; Lisa Lynne Kirkpatrick, Aklima Bibi and Sharon Prince; Tony Goldwyn interacting with Shazam augmented reality experience; Corban Addison; Amb. Christian Wenaweser and Sharon Prince; Tina Frundt; Rich Riley, Sharon Prince and Carl Preller; Aklima Bibi; and Kenyon Adams, Cassia Wilson and Silas Farley. All images courtesy of Grace Farms Foundation © Hogarth Worldwide