

## PRESS RELEASE – Local Language Versions of PSA Available

**15 October 2012 – Singapore** -- Redraw The Line, the climate change awareness campaign, has released Thai, Tagalog, Mandarin, Vietnamese, Bahasa Indonesia, Tamil and Khmer versions of three new public service announcements (PSAs) encouraging viewers to reduce their impact on the environment. The PSAs are being offered for on-air usage by broadcasters across the Asia-Pacific region in an increasingly urgent effort to slow the rate of global warming.

The three PSAs include 30- and 60-second spots created by Ogilvy and Mather Advertising, Singapore. The spots show images of two young men painting an orange floodline along roads and buildings, homes, schools and playgrounds, interspersed with scenes of recent floods that have devastated the region. The orange line symbolizes how floodlines and other environmental markers have shifted for the worse in the face of unchecked consumer consumption and its contribution to climate change. But the message also suggests that the line can be adjusted if consumers change their habits for the better, by reducing consumption in energy and transportation. The spot ends with a voiceover urging energy conservation, recycling and the use of mass transit to help redraw the line. To view these spots, visit <https://vimeo.com/redrawtheline> and <http://www.redrawtheline.org/media/>.

Redraw The Line aims to build awareness of climate change issues, with a goal of shifting consumer habits away from carbon-emitting transportation, energy and manufactured and consumable goods and increasing demand for green alternatives.

Translation and dubbing of the language versions of the PSAs was provided with strong in-kind support of Eqho Communications Ltd., a Bangkok-based production company.

This public awareness campaign is supported by the Swedish International Development Cooperation Agency (Sida) and the Asian Development Bank (ADB).

### ABOUT THE MEDIA ALLIANCE

The Media Alliance's mission is to identify significant public issues and stimulate action on those issues through communications programs that make a measurable difference in society. To that end, The Media Alliance marshals volunteer talent from the production, advertising, entertainment and communications industries, media facilities, including advertising and editorial space, and the resources of the international, business and nonprofit communities to create awareness, foster understanding and motivate action that results in behavior change. For additional information, visit [www.mediaalliance.asia](http://www.mediaalliance.asia).

### ABOUT REDRAW THE LINE

Redraw The Line, a public awareness campaign about climate change, is coordinated by The Media Alliance and supported by Sida and the ADB. Redraw The Line is intended to build broad public engagement on mitigating climate change for a simultaneous bottom-up approach encouraging and complementing actions by the multilateral development community, governments and civil society organizations working on policy, research, regulation and political and economic reforms.

The Redraw The Line campaign draws upon the participation of (1) the media, entertainment and creative industries; (2) the advertising industry; (3) private sector sponsors; (4) multilateral, bilateral and development agencies; and (5) tertiary academic institutions in the target countries of Thailand, Vietnam and the Philippines. Three more countries will be added in 2012, with an additional three to be added annually during the five-year duration of the project. For additional information, visit [www.redrawtheline.org](http://www.redrawtheline.org).

**ABOUT EQHO COMMUNICATIONS**



Established in 1996, EQHO Communications is an Asia-based provider of multilingual and multicultural communications solutions. For over 15 years, EQHO has been successfully helping companies transcend cultural and linguistic barriers by providing a comprehensive range of high-quality localization solutions. With dedicated in-house localization departments, which include translation/ linguistics, voiceover, desktop publishing and multimedia engineering, EQHO has delivered thousands of complex localization projects in various disciplines across multiple languages and markets. In addition to their cooperation with The Media Alliance, EQHO is a proud sponsor and supporter of Translators without Borders; a nonprofit provider of translation solutions for NGOs. EQHO is a Swedish-Thai owned organization and maintains its headquarters in Bangkok, Thailand, with a local sales office in the Brno, Czech Republic.

**CONTACT**



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