

PRESS RELEASE

Gen C tells dark Children story for the Polished Man charity.

New video content agency Gen C has launched an online animated video to promote the 2015 Polished Man campaign from YGAP. With the help of their friends Paperfox and well known Australian voice, Gyton Grantley, they created an online animation that tells a rather dark children's story.

The two minute animated film tells the true story of a young girl named Thea, who was sexually and physically abused between the ages of eight and ten. Thea's story is the inspiration behind the Polished Man campaign, and a sad reality for one in five children around the world, who will be sexually or physically abused before the age of 18.

The film's director, Jack White, from Gen C, said he wanted to juxtapose Thea's tragic story with the kind of bright, flowery imagery you'd traditionally see in a children's book. *"We wanted to tell Thea's story in the style of a children's book to demonstrate that one in five children globally don't live a fairytale life."*

Watch the video here: <https://vimeo.com/141164710>

The Polished Man campaign runs from 1-15 October. It challenges men to paint one fingernail, to raise awareness and help to end violence against children. The innovative campaign raises awareness and funds to support the 1 in 5 children who suffer physical and sexual violence before the age of 18.

Credits:

Creative Agency: Gen C
Director: Jack White
Producer: Nicholas Cox
Copywriter: Nicholas Acquoroff
Post Production: Jumbla
Music: Marc Deaz
Client: YGAP