

News Release: For Immediate Release

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‘Skin Trade’ Wins Colorado Film Festival Silver Award

Los Angeles, CA, August 25, 2010 – *Skin Trade*, a new documentary feature on the fur industry, has won a Silver Award, one of the festival’s top honors, in the inaugural Colorado Film Festival. The festival honored film and screenplay competition winners in jury prizes awarded to an array of short and long narrative features and documentaries.

The award commended *Skin Trade* and said “*Skin Trade* takes the viewer on a journey that will shock the consumer with regard to the fraud perpetrated on the unknowing public who wish to make informed choices when shopping.”

“This festival featured an incredibly diverse lineup of films by gifted artists and powerful names in the entertainment industry,” said *Skin Trade* filmmaker Shannon Keith. “We congratulate the Colorado Film Festival for putting together such an inspired collection of new work, and we’re thrilled to receive one of the top prizes.”

A complete list of winners is available at <http://www.coloradofilmfestival.com>.

Follow *Skin Trade*

<http://www.skintradethemovie.com>

www.facebook.com/skintradethemovie

www.twitter.com/UncagedFilms

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About ARME and Uncaged Films

Founded in 2004, Animal Rescue, Media & Education (ARME) is a nonprofit advocacy group and Uncaged Films is its production company. ARME was founded to rescue and place homeless and abandoned animals, as well as stop the problem at its roots through public education and outreach. Its first documentary feature, *Behind the Mask*, covered individuals who face jail, devastation, and even death for their activism through groups such as the Animal Liberation Front, Earth Liberation Front, Sea Shepherd Conservation Society, and Stop Huntingdon Animal Cruelty USA (SHAC USA). *Behind the Mask* has won best documentary feature in three festivals and multiple other awards. Filmmaker Shannon Keith is a Los Angeles-based animal rights attorney whose full-time work includes representing animal rights activists in the courtroom, defending dogs on death row, and prosecuting animal abusers. For more information please see www.arme.tv and www.uncagedfilms.com.

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