

News Release: For Immediate Release

Contact:
Gary Smith
Evolotus PR
gary@evolotuspr.com
818-783-0569

‘Skin Trade’ Wins Award of Merit at Indie Fest

Los Angeles, CA, June 8, 2010 – *Skin Trade*, a new documentary feature on the fur industry, has won a prestigious Award of Merit from [The Indie Fest](#), which recognizes film professionals who demonstrate exceptional achievement in craft and creativity, and those who produce standout entertainment or contribute to profound social change.

“We are thrilled and honored to receive this award,” said filmmaker Shannon Keith, who directed and produced *Skin Trade*. “People need to know where their clothing comes from. They have a right to be told the truth: that animals used for fashion are not killed humanely; that there is a cruel, dark industry lurking behind closed doors.”

In winning an Indie, ARME and Uncaged Films join the ranks of other high-profile winners of this internationally respected award. The Indie Fest Entries are judged by highly qualified professionals in the film industry.

“The Indie Fest is not an easy award to win,” said Thomas Baker, Ph.D., who chairs The Indie Fest. “Entries are received from around the world. The Indie helps set the standard for craft and creativity. The judges were pleased with the exceptionally high quality of entries. The goal of The Indie is to help winners achieve the recognition they deserve.”

Information about The Indie Fest and a list of recent winners can be found at www.theindiefest.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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