

News Release: For Immediate Release

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‘Skin Trade’ Wins Los Angeles Movie Awards for Best Documentary Feature and Best Director

Los Angeles, CA, June 10, 2010 – *Skin Trade*, a new documentary feature on the fur industry, has won two prestigious Los Angeles Movie Awards: a first place win for Best Documentary Feature, and Best Director for filmmaker Shannon Keith.

The Los Angeles Movie Awards celebrates independent motion picture and literary arts and honors high-quality work. The organization praised *Skin Trade*, saying “The deceptive and dirty fur industry is exposed through undercover investigations, footage and interviews from those within the industry itself, from activists, and from celebrities. *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.”

“Receiving these two Los Angeles Movie Awards in such competitive categories is a dream come true for us,” said Keith. “*Skin Trade* is our second feature film, and was an incredibly moving yet empowering experience for everyone at ARME and Uncaged Films. We hope the viewer also feels moved and empowered.”

A complete list of winners is available at

http://www.thelamovieawards.com/2010_Winners.html

Follow *Skin Trade*

<http://www.skintradethemovie.com>

www.facebook.com/skintradedthemovie

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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