



Press release

For immediate release

## ***The Cove* Charity Gala Premiere to raise awareness and inspire action within the Hong Kong community**

[Hong Kong October 18, 2010] – KELY Support Group [KELY] will be hosting the gala premiere for *The Cove*, Academy Award® Winner for Best Documentary of 2009, on November 12, 2010 at Broadway Cinemas, The ONE.

When *The Cove* was released in other cities around the world, it created much publicity as it was the first time members of the public, including the majority of Japanese, learnt about the annual dolphin slaughter – the largest scale in the world – at the cove. As with any environmental issue, the future generation will bear the impact of our current actions. Thus, it is important that youth are educated so that they will develop into responsible citizens who can make informed decisions about the way they choose to eat and live. KELY hopes to raise awareness of this serious environmental issue amongst the Hong Kong community, especially youth, and inspire audiences to take action.

Film Premiere Date: Friday 12<sup>th</sup> November 2010  
Ceremony: 9:20pm  
Film: 9:45pm  
Venue: The ONE (100 Nathan Road, Tsim Sha Tsui, Hong Kong)  
Ticket price: \$250 each (includes popcorn & drink)

Proceeds will go towards KELY's programmes for youth development, including its anti-drug and suicide prevention efforts.

High profile sponsors for *The Cove* Charity Gala Premiere include Edko Films Limited, Honorary Patron Anne Marden, Tuttimelon, and Vessel International Limited.

For more information on *The Cove* Charity Gala Premiere, please visit [www.kely.org](http://www.kely.org).

### **The Cove Synopsis:**

Academy Award® Winner for Best Documentary of 2009, *The Cove* follows an elite team of activists, filmmakers and freedivers as they embark on a covert mission to penetrate a remote and hidden cove in Taiji, Japan, shining a light on a dark and deadly secret. Utilizing state-of-the-art techniques, including hidden microphones and cameras in fake rocks, the team uncovers how this small seaside village serves as a horrifying microcosm of massive ecological crimes happening worldwide.

Richard O'Barry, the man who worked on the popular television programme Flipper and shaped the industry of dolphin training, now realizes the damaging impact of capturing dolphins and training them to perform. Follow his journey as he tries to take down the industry he has built up by freeing dolphins in captivity and educating the public about dolphin exploitation.

*The Cove* exposes the slaughter of more than 20,000 dolphins and porpoises off the coast of Japan every year, and how their meat, containing toxic levels of mercury, is sold as food in Japan and other parts of Asia, often labeled as whale meat. The majority of the world is not aware this is happening.

### **Note to the editors about KELY Support Group:**

Established in 1991, KELY Support Group (KELY) is a charitable bilingual organization which provides non-judgmental, empathetic and confidential support to youth aged 14-24. Today, KELY's programmes focus on 4 priority areas: drugs and alcohol addictions, suicide prevention, chronic low self-esteem and negative body image. Its mission is to help young people achieve a happy and fulfilling life as they move through their journey to adulthood.

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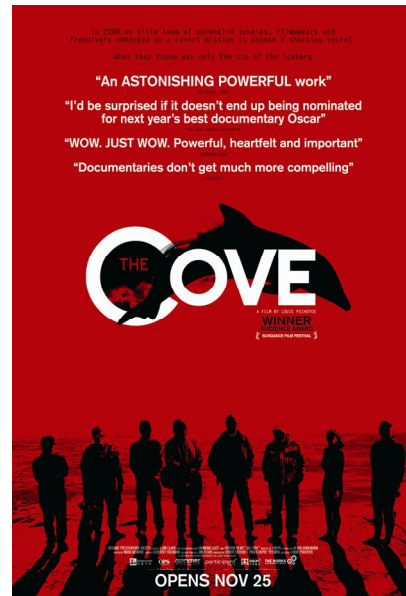
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