



Should Your Birthplace Determine Your Future?

Ubuntu Education Fund Partners with Zodiak Media in New Video Campaign

New York, NY_June 7, 2013: [Ubuntu Education Fund](#), a non-profit organization based in Port Elizabeth, South Africa, announced today a new partnership with UK-based [Zodiak Media](#) that will aim to raise \$100,000 to transform the lives of 2,000 children living in poverty in South Africa. For every video view, Zodiak will donate \$1 to support Ubuntu's programming in South Africa. The video campaign was launched on Ubuntu's [U.ME.WE site](#).

Titled "[Should your birthplace determine your future?](#)", this provocative and engaging video sheds new light on the challenges faced by those living in poverty, and raises questions of whether where you are born should determine what opportunities are available in your future.

Ubuntu is encouraging viewers to [Watch & Share](#). Every video view brings the organization closer to its \$100,000 goal.

"In South Africa, we see hunger, HIV/AIDS and a broken educational system derail children's lives. We see that the poverty that they are born into too often define their lives. Is this fair? Is it right?" said Jacob Lief, CEO of Ubuntu Education Fund. "At Ubuntu, we believe that your birthplace should not determine your future--every child deserves the opportunity to have a bright, successful future."

The video has been officially unveiled as part of Ubuntu's U.ME.WE campaign, a three year fundraising initiative that aims to raise \$25 million over three years. Funds will be used to expand Ubuntu's pre-natal care facility, double the size of Ubuntu's early childhood education center, and support the Ubuntu Scholars program which helps young adults pursue stable career paths.

"Ubuntu's north star has always been stable health and stable income. We are in the business of raising children who will be able support their families and contribute to their communities," said Lief. "When you join U.ME.WE, you are investing in model that's impact can truly transform the lives of our children." Ubuntu's U.ME.WE campaign fosters lasting, transformative change, and is a model of innovative fundraising for other organizations to replicate.

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About Ubuntu Education Fund: [Ubuntu Education Fund](#) is a grassroots nonprofit organization dedicated to providing vulnerable children in the Townships of Port Elizabeth, South Africa, what all children deserve—everything. By integrating into the community and taking a comprehensive holistic approach, Ubuntu ensures that children in Port Elizabeth receive support from cradle to career. Now assisting more than 2,000 children and each of their family members, with world-class health care, long-term education support, and household counseling, Ubuntu ensures that each child can grow into a healthy and successful adult.

About Zodiak Media: [Zodiak Media](#) is a leading independent in entertainment, factual, drama and kids, with over 45 local brands operating in 17 countries and around \$800m in annual revenues. Creating, producing, and selling content across all key genres and broadcast platforms, Zodiak Media owns major properties such as Millennium, The Girl with the Dragon Tattoo, Wife Swap, The Secret Millionaire, The Inbetweeners, Totally Spies, Fort Boyard and Being Human. Headquartered in Paris and with other key offices in London, Los Angeles, Milan, Stockholm and Moscow, Zodiak Media, Zodiak operates across the world as an independent studio combining creative flair with financial strength.

For additional information or media inquiries, please contact Ubuntu@SunshineSachs.com.