

## Contrast VR Releases '*I Am Rohingya*' in Partnership with Amnesty International

*Groundbreaking virtual reality documentary calls attention to the ongoing Rohingya crisis*

DOHA, SAN FRANCISCO, LONDON (September 28, 2017) – Contrast VR, Al Jazeera Media Network's new immersive studio, and Amnesty International, a Nobel Peace Prize-winning leading global human rights movement, today announced the release of *I Am Rohingya*, the first virtual reality documentary on the Rohingya refugee crisis and ethnic cleansing in Myanmar. Directed and produced by Contrast VR Editorial Lead Zahra Rasool and co-produced by award-winning filmmaker and journalist Aela Callan, Contrast VR Original *I Am Rohingya* is the first VR documentary filmed in a Rohingya refugee camp.

*I Am Rohingya* gives a glimpse into the life of a Rohingya Muslim, Jamalida Begum, and her two children in the slums of the Kutupalong refugee encampments in Bangladesh. Jamalida is one of hundreds of thousands of Rohingya Muslims who escaped atrocities in Myanmar and are now in limbo, unable to be resettled or return to their homes. The film depicts Jamalida's current living situation in the refugee camp and her resilience in the face of adversity.

"This film is essential viewing in that it offers a visceral look at how one woman's life was brutally shattered by the Myanmar authorities' campaign of repression against the Rohingya. For this to happen to a single family is a horrific crime; the subsequent ethnic cleansing of more than 480,000 Rohingya amounts to crimes against humanity. Jamalida's story could not be more timely: With the UN Security Council meeting again this week, the world must take urgent action to stop the atrocities taking place in Myanmar's Rakhine State," said Tirana Hassan, Crisis Response Director at Amnesty International, who recently returned from the Myanmar/Bangladesh border.

"We're excited to partner with Amnesty International to release this film," said Zahra Rasool, Contrast VR's editorial lead. "We hope that more people will view the film and be informed about the plight of the Rohingya refugees and the urgency of their situation. We've decided to release the film early in light of this escalating humanitarian crisis."

The Contrast VR team traveled to Cox's Bazar, Bangladesh, in May 2017 to cover what was at the time an underreported refugee crisis. According to Amnesty International, at least 80 inhabited sites in Myanmar's northern Rakhine State have been destroyed by Myanmar's security forces, with entire villages burnt to the ground. The true scale of the destruction is almost certainly much greater, as cloud cover obscured many areas. Since August 25th, an estimated 480,000 Rohingya have fled Myanmar to Bangladesh. Eighty percent of those fleeing are women and children, and many are injured.

*I Am Rohingya*'s full-length film will be released on [AJ+](#) and [Vimeo](#) and shared across Al Jazeera English (AJE) online, Contrast VR, and Amnesty International. *I Am Rohingya* is the

first in a series of original documentaries that aim to transport viewers to the people and cultures hit hardest by inequality and conflict.

More information is available at [contrastvr.com](http://contrastvr.com), and an online petition to stop the ethnic cleansing in Myanmar is available at [Amnesty International](http://Amnesty International).

### **About Contrast VR**

Contrast VR is Al Jazeera's immersive media studio, specializing in the production of compelling 360-degree video, augmented reality (AR), and virtual reality (VR) content. The studio also collaborates with existing departments across Al Jazeera Media Network to produce best-in-class 2D and 3D content. Contrast VR produces unique documentaries, videos, and live streams that push the boundaries of narrative storytelling while taking viewers directly to the front lines of the biggest news events in the world. Learn more about the studio at [contrastvr.com](http://contrastvr.com).

### **About Amnesty International**

Amnesty International is a Nobel Peace Prize-winning global movement of more than 7 million people who campaign for a world where human rights are enjoyed by all. The organization investigates and exposes abuses, educates and mobilizes the public, and works to protect people wherever justice, freedom, truth and dignity are denied.

Find out more at [www.amnesty.org](http://www.amnesty.org)

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