

ABOUT U. ROBERTO ROMANO

Award-winning human rights educator, filmmaker and photographer U. Roberto Romano began his activism on the issue of child labor in 1995 when in Pakistan to film a story of the murder of Iqbal Masih, a child carpet slave turned activist. Since then, Romano has traveled extensively, documenting the many manifestations of child labor that invisibly penetrate the lives of countless Americans. The images that make up *Faces of Freedom* were documented between 1996 and 2007.



UNICEF has supported GoodWeave's child rescue and rehabilitation work since 1994. The U.S. Fund for UNICEF is the national co-sponsor of the *Faces of Freedom* photo exhibition tour, which educates the public on the issue of child labor in the rug industry and is a tribute to GoodWeave and UNICEF's collaborative efforts to protect the rights of children.



GOODWEAVE USA
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www.GoodWeave.org • FacesofFreedom.GoodWeave.org



Faces of Freedom

VISIONS OF HOPE FOR CHILD LABORERS

An estimated 250,000 children in South Asia – some as young as four years old – work in inhumane conditions to make the handmade rugs that adorn North American and European homes. But there is hope. For over a decade GoodWeave has made a meaningful difference in these children's futures and the industry.

Faces of Freedom offers a look into the heart of that transformation. This traveling photo exhibition takes you behind the looms and inside the carpet factories of South Asia. Captured by

award-winning photographer U. Roberto Romano, this collection reveals the often invisible issue of child labor and reminds viewers that the beauty of a carpet is inextricably linked to the people who make it.

As you journey through the exhibition you will learn about



the ancient craft of carpet weaving and the GoodWeave certification program. You will also come face to face with grim images of weavers too young to be at the looms, laboring in poor conditions where childhoods remain



incomplete. Finally, the bright faces and brighter futures of Sunita, Chameli, Raju, Laxmi and other children who have been rescued and rehabilitated by GoodWeave will uplift you.

For many of these children, GoodWeave schools and centers provided their first opportunity to be in a classroom or playground. Man Maya's smiling face is a testament to the power of our choices; a few years ago she was working long hours weaving carpets after she became homeless as a result of her father's alcoholism. Though illiterate at the time of her rescue, she has since completed the seventh grade,

enrolled in a vocational training program and now works as a seamstress in her home town. Through the commitment of retailers, importers, designers and consumers her future is now promising.

Since 1995 GoodWeave has certified more than 7.5 million carpets as child-labor-free and helped reduce the number of child weavers in South Asia by two-thirds. The GoodWeave label on the underside of the rug means that frequent, unannounced inspections of looms ensure that no child labor is used and that a percentage of the purchase price funds child rescue, rehabilitation and education. GoodWeave is your best assurance that the rug you buy is child-labor-free.



You Can Help

We hope that the *Faces of Freedom* exhibit inspires you to take action and stay involved in the GoodWeave campaign to end child labor. You can be a part of this partnership among rug-weaving communities, businesses and consumers in several ways:

- Before you make a purchase, look for the certified, uniquely numbered GoodWeave label on the back of an imported rug.
- Ask your interior designer, salesperson or architect for GoodWeave certified rugs.
- Tell your friends and colleagues to look for the GoodWeave certification label.
- Ask national retailers and local carpet stores to carry GoodWeave certified carpets.
- Make a financial contribution to support GoodWeave's work.

Please call 202-234-9050, visit www.GoodWeave.org or email info@GoodWeave.org for more information, including a complete list of retailers that sell GoodWeave certified rugs.

To make a donation, please go to www.GoodWeave.org or send your check to:

GoodWeave USA
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GoodWeave USA is a 501c3 organization. Donations are tax-deductible to the extent allowed by U.S. law.