



Press Release

3rd Degree: Blood Diamond Tuesday 16 January at 8pm

Blood Diamond is a controversial new film that has caused panic within the multi-billion dollar diamond industry.

Starring Leonardo DiCaprio, as a South African mercenary born in Zimbabwe, the film depicts how diamonds helped fuel the decade long civil war in Sierra Leone during the 1990s.

Blood Diamond hits South African theatres this week and has received the support of various international Human Rights organizations such as Amnesty International.

Leading up to the release of the movie the diamond industry embarked on a massive PR campaign to counter any consumer backlash from the movie.

The world diamond council attempted to get producers to have a disclaimer in the film saying it was fictional.

The council also tried to get Director Ed Zwick to include in the story how mine owners have supposedly reduced the Sierra Leone conflict diamond trade.

Both requests were denied.

Although based on a historical event Blood Diamond addresses an issue that remains pertinent today.

Late last year Ghana was placed on probation following allegations that the country was certifying conflict diamonds from Cote d'Ivoire as legitimate. Brazil and Venezuela have previously also been accused of similar irregularities.

But according to the diamond industry 99% of all diamonds in the market are clean. International NGO's argue not enough is being done to eradicate the problem.

This week 3rd Degree speaks to the stars of this dramatic film and the world's leading diamond player is in the hot-seat.

3rd Degree investigates Tuesday, 16th January at 8pm

Megan Small
3rd Degree, e.tv
011 537 9425
Email: megan.small@etv.co.za