

FILMOPTION INTERNATIONAL PRESENTS A WISHING STEP PICTURES PRODUCTION
IN ASSOCIATION WITH WHITE PINE PICTURES

THE PRICE OF CHEAP

DIRECTED BY BARRY STEVENS

PRESS KIT



Technical information

Shooting format
4K

Projection format
DCP, Blu-ray and DVD

Available lengths
52 and 80 minutes

Genre
Documentary

Original version
English, Tamil, Hindi

Sub-titles
English

Format
Flat 1.85

Sound
5.1

Country of production
Canada

Year
2021

Production - Canada

WISHING STEP PICTURES

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International Distribution

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Synopsis

THE PRICE OF CHEAP tells the stories of modern slaves hidden in fashion supply chains. We follow activists on raids to rescue children from unsafe factories and the survivors trying to rebuild their lives. The story takes an unexpected turn and raises questions about the legacy we're leaving behind.



“I hope this compelling film will mobilise brands, and their customers, to take action on issues of forced labour and child labour, because the time has come to demand a deeper level of transparency”

– Carry Somers,
Founder and Global Operations Director at Fashion Revolution

Director's Intention

Those of us in the wealthier world know very little of the people who make our cheap clothes, which are made in poor countries by poor people, like the girls in the cotton factories of South India. These teenagers are often lured there on the promise of money for their marriage. They are paid very little, live in rough, prison-like conditions, and are often abused in all the ways you can imagine.



Our intention in this film was not just to expose this abuse, which could be called modern day slavery, but also to celebrate the courage of people like Joe Raj, whose life was dedicated to trying to stop the abuse, and the girls who were determined to stand up for themselves and better their lives. We also wanted to offer some solutions: to dramatically improve the lives of the workers in the cotton business would only increase the price of a t-shirt by a few cents. The price would stay cheap but their lives would be enriched.



Technical information

Director

Barry Stevens

Script

Barry Stevens and Zabi Yaqeen

Producers

Kim Carter, Zabi Yaqeen and Paul Cadieux

Executive Producers

Kiernan Bell, Nick Campbell, Kim Carter, Peter Raymont, Maryse Rouillard and Neil Glass

With the participation of

Ede Conyers, Jeff Conyers, Heather Conyers, Tom Conyers, Derek Stapley, Maureen Stapley, Julia Cook and Steve Thomson

Director of Photography

Shashank Walia

Composer

Robert Marcel Lepage

Sound Recordists

Sasha Jordan Appler, Jeremy Whelehan, Reema Kaur and Vipul Pol

Sound Mixer and Editor

Michel Lambert

Editor

Steve Weslak

Colorist

Philippe Carbonneau

Narrator

Barry Stevens

Biographical notes

BARRY STEVENS – DIRECTOR AND NARRATOR

Barry Stevens is a Toronto documentary filmmaker and screenwriter. He won a drama Gemini award for *The Diary of Evelyn Lau* starring Sandra Oh in her first role, then switched to non-fiction, as a writer on the International Emmy-winning documentary, *Gerrie and Louise*. An early film he directed, *Offspring*, was about his search for his sperm donor, was seen in 61 countries, won a number of awards and was nominated for an Emmy. For five years, he directed the acclaimed and CSA-winning series for History TV, *War Story*. Other docs include *Prosecutor* about the first year of the International Criminal Court, and films about bombing civilians, de-radicalizing extremists and forced labour in India. His most recent films are *The World's Biggest Family*, about the problems with anonymous sperm donation, and *Fight to the Finish*, on History TV, commemorating the end of World War II, told by those who won it.



KIM CARTER – PRODUCER

Kim Carter is the founder and director of Wishing Step Pictures, a company producing socially conscious, full feature documentaries. Kim is also co-founder and CEO of Muuvment, a software company which uses interactive film and campaigns to create meaningful impact on the most pressing issues of our time. Prior to working in film, Kim founded and operated diverse businesses and non-profits in four countries. Business sectors include publishing, manufacturing, asset management, and tourism. Kim also served as an Independent Director/Chairman of three publicly traded companies. He is Co-Founder of non-profits The Abolish Foundation, KATKiDS, TEDxBermuda and four international squash tournaments.

ZABI YAQEEEN – PRODUCER

An entertainment lawyer by training, Zabi Yaqeen's work is dedicated to using media and technology to raise awareness of pressing social problems and building campaigns that generate measurable impact. He is the co-founder and president of Muuvment, which helps individuals lead healthier and more purposeful lives through unique interactive video experiences connected with campaigns that generate measurable impact. He volunteers as duty counsel at Artists' Legal Advice Services and as executive director of The Abolish Foundation. His next feature documentary film as a producer at Wishing Step Pictures will explore the struggles faced by migrant labourers.



Biographical notes (continuation)

PAUL CADIEUX – PRODUCER

Paul Cadieux is one of Canada's leading and most active film and television producers. Among numerous other accolades, he has won a Genie Award for Best Motion Picture for the two-time Oscar nominated *Les Triplettes de Belleville* (Cannes Festival).

In his more than three decades as a producer, co-producer, executive producer and distributor, Paul has often preferred to operate out of the limelight while remaining centrally involved in dozens of major Canadian and international projects ranging from children's animation series, thriller feature films, romantic comedies, travel shows, reality programming, international co-productions, feature documentaries and TV series in both English and French.

Through his umbrellas, Megafun Productions Inc. and Filmoption International Inc., along with his extensive in-house equipment rental company and state-of-the-art post-production facilities, Paul has long prided himself on being well-positioned to be able to have a significant impact on projects he feels are both creatively and commercially viable and to provide the missing elements to advance a worthy production.

Among his many productions, we can find Danae Elon's award-winning documentaries *P.S. Jerusalem* (TIFF and Berlin), *The Patriarch's Room* (Doc Aviv) and *A Sister's Song* (Doc Aviv, Dok Leipzig and Berlin), as well as Shimon Dotan's *The Settlers* (Sundance) and, most recently, *Left Behind America* for PBS/Frontline, as well as *Advocate* and *Gaza* both screening at the Sundance Film Festival.

Anyone looking for a pattern in Paul Cadieux's varied production and distribution work will invariably note that quality, high production value, respecting budgets and matching the marketplace's needs are consistent qualities of his overall creative and commercial output.

In a field where the dual elements of creative passion and experienced production know-how almost always go hand-in-hand, Paul Cadieux brings a wealth of both to any and all productions he puts his full commitment, heart, experience and resources behind.

SHASHANK WALIA – DIRECTOR OF PHOTOGRAPHY

Shashank Walia has a master's degree in Mass Communication from AJK MCRC, Jamia Millia Islamia and a postgraduate diploma in cinematography from Film and Television Institute of India (FTII), Pune. He has recently written and directed a short fiction *In the Month of Love* (2018). He has also shot for various international documentaries including *Love in the Time of Hate* for NHK Japan and is currently shooting for a Canadian documentary in production on forced labour and modern slavery. He was the associate cinematographer for Hindi feature film *Soni*. He regularly attends lectures on art aesthetics and cinematography at various media institutes including Xavier Institute of Communication, Mumbai. He has won the Best Cinematography Award at the DMCS Film Festival for his student short film *Yaan*.

Biographical notes (continuation)

STEVE WESLAK - EDITOR

Steve Weslak is a veteran editor who has been working in the Canadian film industry for many years. He has received 7 Gemini Award nominations and the films that he has worked on have won major awards around the world. He is also the winner of the Black Dolphin Award at Cannes and a Canadian Screen Award for Best Editing in a Documentary. He has worked on numerous projects for the CBC, BBC, PBS, Twentieth-Century Fox, NFB, History Channel, Discovery Channel and other major broadcasters around the world.

During his varied career, he has worked on numerous projects including TV series, feature films, advertising, documentaries, sports and natural history.

Among the highlights are *Concerto for Rhombus Media*, which won an International Emmy; *The Planets* which was nominated for a Grammy Award for Best Long Form Video; and *Tales From the Organ Trade*, another Emmy Award nominee.

In 2018, Steve received the Lifetime Achievement Award from the Canadian Cinema Editors Association.

ROBERT MARCEL LEPAGE - COMPOSER

Award-winning Robert Marcel Lepage has been active on the Quebec music scene for over 30 years, and has produced over eleven CDs and two illustrated humoristic books: *Le Robert illustré de la clarinette* and *Le Piano de neige*, and he has produced numerous original film soundtracks.

Some of the documentaries he has worked on include *Le magicien de Kaboul* by Philippe Baylaucq, *Roger Toupin, épicier variété* by Benoit Pilon and *Antisemitism* by Ilan Ziv. Notable feature films include *Ce qu'il faut pour vivre* by Benoit Pilon, Catherine Martin's *Dans les villes and Mariages* as well as *La donation, Contre toute espérance* and *La Neuvaine*, all by Bernard Emond. This multifaceted musician's work has been awarded four Geminis and the Richard Grégoire Award of the SPACQ Fondation in 2006.

DIRECTOR AND NARRATOR **BARRY STEVENS** PRODUCERS **KIM CARTER, ZABI YAQEEEN AND PAUL CADIEUX**
EXECUTIVE PRODUCERS **KIERNAN BELL, NICK CAMPBELL, KIM CARTER, PETER RAYMONT, MARYSE ROUILLARD AND NEIL GLASS**
WITH THE PARTICIPATION OF **EDE CONYERS, JEFF CONYERS, HEATHER CONYERS, TOM CONYERS, DEREK STAPLEY, MAUREEN STAPLEY, JULIA COOK AND STEVE THOMSON**
WRITERS **BARRY STEVENS AND ZABI YAQEEEN**
EDITOR **STEVE WESLAK** DIRECTORS OF PHOTOGRAPHY **SHASHANK WALIA AND AGAM JAIN**
COLOURIST **PHILIPPE CARBONEAU** COMPOSER **ROBERT MARCEL LEPAGE**
SOUND RECORDISTS **SASHA JORDAN, JEREMY WHELEHAN, REEMA KAUR AND VIPUL POL**
SOUND MIXER AND EDITOR **MICHEL LAMBERT** consulting editor **NICK HECTOR**



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