

Heartbeats From Tragedy: New Video Captures Asbestos-Disease Reality

ADAO and CMM team up on emotional PSA in six languages

OTTAWA, CANADA, May 16, 2017 /EINPresswire.com/ -- Asbestos-caused diseases like mesothelioma can take years, even decades, to kill. But the hidden truth about asbestos fibers takes only a few heartbeats to reveal.

The [Asbestos Disease Awareness Organization](#) (ADAO) and [Chocolate Moose Media](#) (CMM) have just released a 30-second video that captures this tragic reality. Through hand-drawn animation, the public service announcement (PSA) shows how a young girl loses her father to the insidious and nearly invisible fibers.

It is available in 10 language versions - English (3 accents), Russian (2), Spanish (2), French, Hindi and Portuguese (available at [Firdaus Kharas' Vimeo channel](#)) - to reach a wider audience, especially in nations that continue to mine, use, and export asbestos. It is also available in a mobile-friendly format.

“Our goal was to make an emotional connection to the dangers of asbestos rather than overwhelm viewers with statistics. The simple truth is asbestos kills, and prevention remains the only cure,” says Linda Reinstein, mesothelioma widow and ADAO co-founder.

“

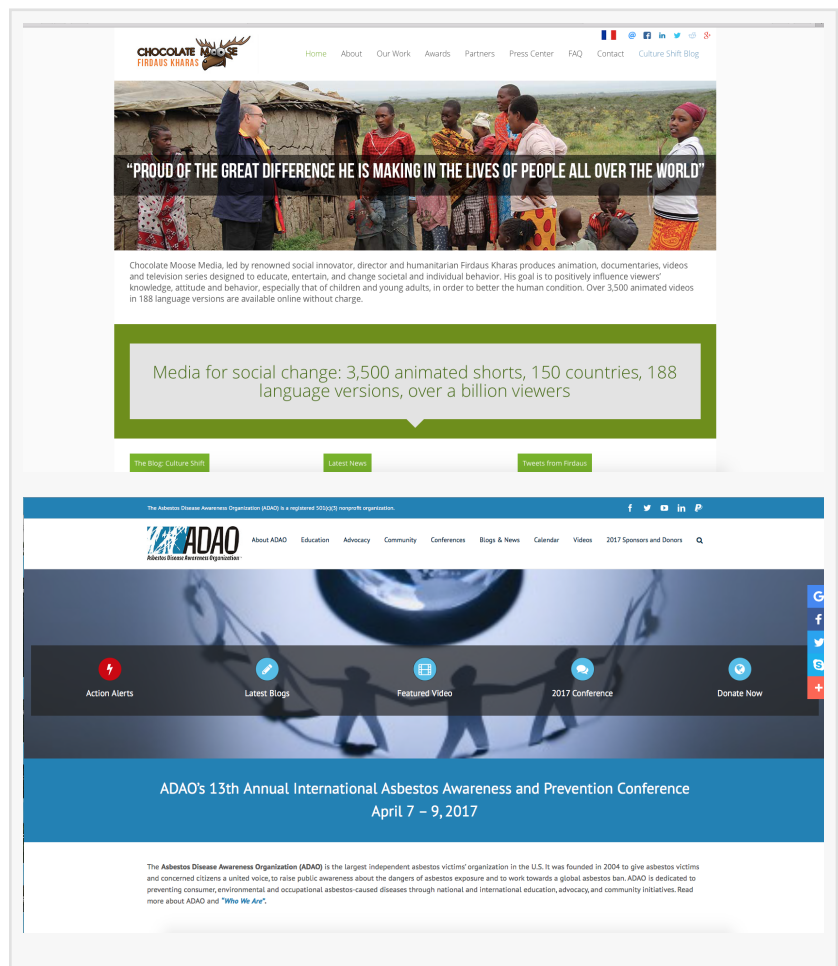
The simple truth is asbestos kills, and prevention remains the only cure.”

Linda Reinstein

The statistics are appalling: well over 100,000 related deaths per year worldwide with numbers in the developing world believed to be hugely under-reported. The cure is simple - ban the use of asbestos. Yet as recently as two weeks ago, Russia, India, Kazakhstan, Kyrgyzstan, Syria and Zimbabwe refused to agree to have chrysotile asbestos added to the

Rotterdam Conventions's list of hazardous substances.

“People are often unaware of the dangers posed by certain substances. This lack of information can



lead to deadly consequences. In this compelling hand-drawn video we warn about asbestos,” says Kharas, founder of CMM.

About ADAO

The Asbestos Disease Awareness Organization is the largest independent asbestos-victim organization. It was founded in 2004 to give victims and concerned citizens a united voice, to raise public awareness about the dangers of asbestos exposure and to work toward a global asbestos ban.

About CMM

Chocolate Moose Media is the world’s leading producer of animated behaviour-change communications aimed at solving health and social issues around the world. Led by renowned social innovator, director and humanitarian Firdaus Kharas, it produces animation, documentaries, videos and television series designed to educate, entertain and change societal and individual behaviour to positively influence the human condition.

Mike Levin

Chocolate Moose Media

613 233-9970

[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.