



Hidden

Beauty...

a power of women



A Documentary Film by
Olga Sapozhnikova

PRESS RELEASE

For Immediate Release

Press Contact:
Stephen C. Thompson
Thompson Communications
609-386-0019
steve@thomcomm.net

**"Hidden Beauty" to Screen,
and Director Olga Sapozhnikova to Speak
at Conference on Terrorism and Electronic Media
Republic of Cyprus, October 27-30**

**New Film Profiles Four Fascinating, Determined Women:
Their Beauty, Their Accomplishments, and Their Aspirations
Within the Constraints of Contemporary Arab Society**

October, 2009 -- Dubai, United Arab Emirates -- **Olga Sapozhnikova** will be speaking and screening "Hidden Beauty" at the the upcoming **International Conference on Terrorism and Electronic Mass Media October 27-30** in the **Republic of Cyprus**, organized by the **Union Of Cyprus Journalists** and the **Federal Agency for the Press and Communications** of the Russian Federation. The conference is being held at the invitation of the **President of the Republic of Cyprus Mr. Demetris Christofias**.

For anyone seeking genuine, first-hand insight into the role of women in today's Arab society, and

what Arabic women can truly accomplish within Arabic society, "**Hidden Beauty**" is a powerful, must-see film.

The film begins by portraying the outward beauty of Arab women, but then transcends their physical beauty and enters the very soul of today's Arabic women.

In only twenty-six minutes, filmmaker **Olga Sapozhnikova** profiles the lives of four beautiful, strong, resilient women who have proven themselves on their own terms within the traditionally male dominated Arab society. Shot in Dubai, the film reveals the lives of Sapozhnikova's "heroes." The first three women profiled are Arab women who have created impressive lives for themselves.

The first heroine is **Jamilya**, who is the only woman in UAE who works with four hundred men in an ambulance service, and who has saved many people from fires, accidents and collapsed buildings. **Her story was so inspiring, that the ruler of Dubai, His Royal Highness Sheikh Mohammed Maktoum, came to her home to personally express his gratitude for her service to the country.** Being the single mother of five children, she shares her opinions on the beauty of women, especially Arabian women.

The second is **Rym**, an accomplished journalist who has traveled the world, and dreams of someday sharing her experiences with her children.

Next is **Ahlam**, from Saudi Arabia, who is now a successful investor who left Saudi Arabia with her three children; the youngest one was only two months old and was mentally challenged. She had very little money except for a small amount given to her by her parents for breakfast. She started her life from zero, but she was determined to help her daughter and she wanted to become a strong and independent woman. She fulfilled her dream and starting out as a secretary, she became a multi-millionaire. All the while, she felt that she missed the East, and so she came back from the West and shares her opinion of what is beauty to her after experiencing so many things in her life.

The fourth woman profiled is **Joanna**. Her story begins with her reasons for her decision to leave her native Finland, and move to the Gulf to find an Arabic man to marry, adopting and embracing Arabic culture in the process.

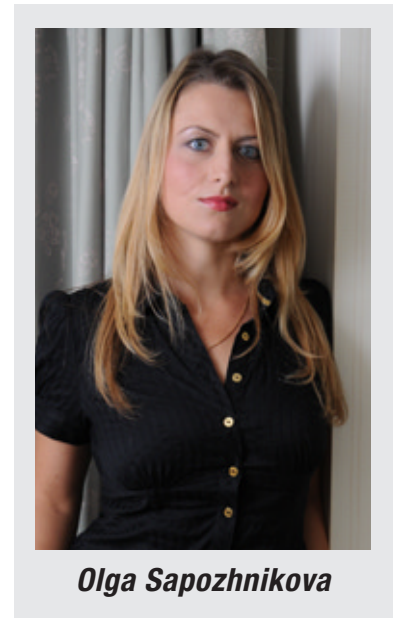
Many Arab women are hesitant to discuss personal issues with anyone, much less a documentary filmmaker, but Sapozhnikova earned each woman's trust, and helped them to open up and share their true, inner feelings. In the West, women have re-examined and questioned the role that marriage

plays in their lives. But in traditional Arab culture, it is still most important for a woman to be married and have children. One of Sapozhnikova's "heroes" has five children, yet she is recognized as one of the most respected people in the country in her field. Sapozhnikova notes "Being a mother does not stop her from being successful. On the contrary, she receives extraordinary career and personal support from her children."

Hailing from Russia, **Olga Sapozhnikova** served as a Russian diplomat in Japan. After a six year stint with the Ministry of Foreign Affairs in Russia, she developed an interest in filmmaking.

Her first film "**Harem**" was about famous UAE women and has been telecast on Russian television, and "**Hidden Beauty**" has recently screened on Kazakhstan television.

Sapozhnikova is intrigued by the roles of both men and women in contemporary Arab culture. "It is a privilege to be a woman in a society where the man assumes the responsibility of protecting the woman. So no matter how successful she becomes, she still knows she can fall back on someone."



"**Hidden Beauty**" is a story she was compelled to tell. "My movie is an inspiration to those who feel they lack opportunities. My film will show them that anything is possible."

"**Hidden Beauty**" is an engaging film on many levels, one which will enlighten both men and women, providing viewers with a truly extraordinary experience.



On **Friday, October 16, 2009** the film screened in the **LaFemme Film Festival**, at the **Davidson / Valentini Theatre; 1125 N. McCadden Place, Los Angeles**. Next stop for "**Hidden Beauty**" will be the **Festival du Monde Arabe de Montreal** screening on **November 3**.

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www.olgasapozhnikova.com

Olga Sapozhnikova is available for interview.

Contact:

Steve Thompson / Thompson Communications

580 Haddon Avenue; Collingswood, NJ 08108

609-386-0019

steve@thomcomm.net