

@BRINGBAEBACK CAMPAIGN ADVISORY

@BRINGBAEBACK CAMPAIGN: David Sugarman, NBA Certified Player Agent, and his team launched the #bringbaeback campaign live on CNN Feb. 8, 2014. With the support of Bae's family, Sugarman spearheads this effort to raise awareness about Bae's imprisonment by the DPRK and his family, career and life. The campaign's creation was the result of a visit by retired NBA players to the DPRK (North Korea) in January 2014 and the realization that too many Americans were unaware of Kenneth Bae's plight.

Live on CNN on Feb. 16, with more than 3,500 followers strong, the #bringbaeback campaign launched a visual component to the campaign asking U.S. citizens to take their picture, holding up a sign to #BRINGBAEBACK. In just the second week, the campaign captured the attention of celebrities such as Billy Ray Cyrus and Gary Sinise.

@BRINGBAEBACK SUPPORT: The success of this effort relies on U.S. citizens making an effort to get involved. Follow the @bringbaeback handle and re-tweeting posts with #bringbaeback. Upload their image with the #bringbaeback sign. Join the video movement, record a video showing your support and upload it to <http://video.com/h/BringBaeBack>. It is the American people who can demonstrate their support for this citizen imprisoned abroad. The #bringbaeback effort needs people to take action and speak up about this injustice.

ABOUT KENNETH BAE: Born in Seoul, Korea, Kenneth Bae went to high school in California and attended University of Oregon and Covenant Seminary. Bae held positions in sales and marketing before moving to China in 2006. His career in China began with a cultural-exchange business and missionary work before Bae transitioned into travel and tourism in 2010. Bae's livelihood was organizing tours to the DPRK, centered on sharing the unspoiled beauty, landscapes and the people of North Korea with Westerners. Bae's career enabled him to contribute to North Korea's economic development. Personally, Bae is a husband and a father of three children, ranging in age from 17 to 23.

TOURS TO NORTH KOREA: From 2011 to 2012, Bae led 18 tours to North Korea, bringing more than 250-300 citizens from the U.S., Canada, China and Europe. The tours were centered on sharing the culture and nature of North Korea. On Nov. 3 2012, Bae led a tour of five people from U.S., Australia, Germany and China to see the Rason area in the DPRK.

DETAINED AND SENTANCED: Bae was detained on Nov. 3, 2012 and sentenced to 15 years of hard labor on April 30, 2013 for "hostile acts against the republic."

TIME SERVED: From May 14, 2013 to Aug. 5, 2013, Bae served time in the Special Labor Camp, doing hard labor eight hours a day, six days a week. He was moved to the Friendship Hospital in Pyongyang suffering from back pain and other various medical conditions such as diabetes, malnutrition and blurred vision. On Jan. 20, 2014, Bae was sent back to the Special Labor Camp. In an interview on Feb. 7, 2014, he expressed concerns about his health withstanding the strains of hard labor, particularly severe back and leg pain.

RECOVERY EFFORTS: The first attempt to send an envoy to seek Bae's release, headed by Ambassador Robert King was on Aug. 30, 2013, but was canceled due to U.S. military exercise with South Korea. The second invitation for the U.S. envoy with Ambassador King was extended on Feb. 5, 2014 but once again rescinded by the DPRK. Reverend Jesse Jackson has contacted the DPRK with an offer to go on a humanitarian mission to seek Bae's release.

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