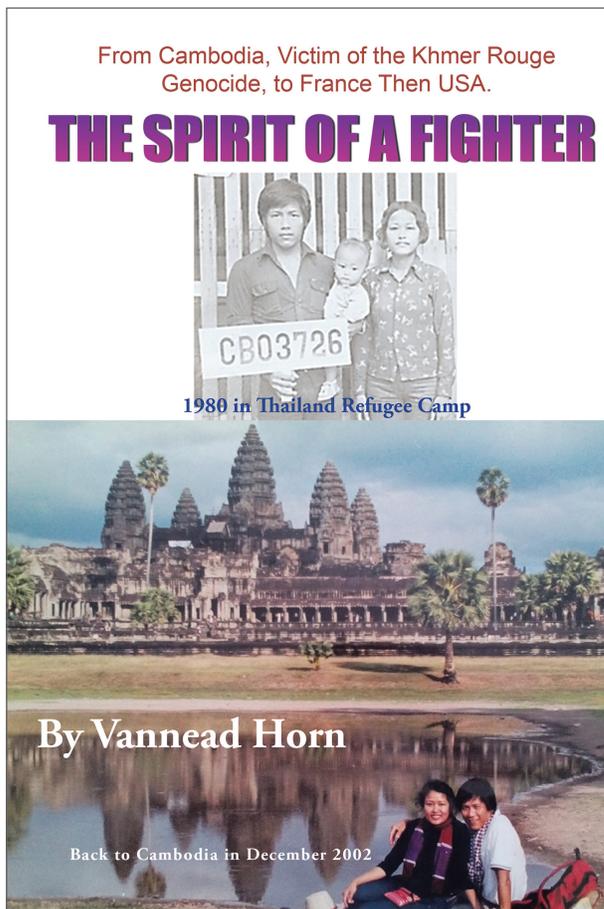


## The Spirit of a Fighter

*Vannead Horn*

Genre: Biography & Autobiography



### Goal:

Promote author Vannead Horn's memoir *The Spirit of a Fighter*, which chronicles his family's sacrifices and his personal journey in Cambodia during the rule of the Khmer Rouge

### Strategies:

- Targeted San Diego media, highlighting Horn's local/regional ties
- Targeted national media, focusing on the timely relevance of California's Cambodian Genocide Awareness Week

### Results:

- **99 media outlets** picked up the press release via PRWeb with combined total of more than **82 million** potential impressions
- Secured coverage in *The Huffington Post* as a profile piece which also provided Horn's insights on the current refugee crisis
- A reporter at **Asian American News** requested a review copy of the book

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## Survivor Of Cambodia's Infamous 'Killing Fields' Reflects On Today's Refugee Crisis

"Every country has a right to protect their country, but think about our past."

By Carla Herrera  
05/08/2017 10:35 am ET



ROLAND NEVEU VIA GETTY IMAGES

In April 1975, Khmer Rouge rebels ended the Cambodian civil war and gained control of most of the country. Their regime was one of the deadliest in modern history. In the image above, thousands of people flee as Khmer Rouge fighters close in on Phnom Penh, the Cambodian capital.

The first time Vannead Horn tried to flee Cambodia, he was 20 years old.

He was in a rice field where he was forced to work, 6 miles from his family's village, when news spread that his father, along with all the other fathers in the village, had been executed at a killing field under orders of the Khmer Rouge regime. The rest of his family, including his mom, sister and brothers, were likely next.

Horn made plans with other field workers to trek back to the village and join their families that night, but heavy rain made the jungles impassable. When the morning arrived, so did a letter from Horn's mother.

"My mom and my siblings wrote me telling me to stay away. Don't go joining them ... Do whatever I could to escape," Horn recalled of that day in 1978. "This was a world of sacrifice."

Horn was the only person in his family to survive the Cambodian genocide that terrorized the country [between 1975 to 1979](#) under the Khmer Rouge, considered one of the deadliest regimes in modern history. During those years, an estimated 1.7 million people died from execution, starvation, exhaustion or torture as rebel leaders attempted to turn Cambodia into an [agrarian society, based on the ideology of communism](#).

*Vannead Horn's story is featured in the Huffington Post.*