

**For Immediate Release
Smith**

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SACRAMENTO REGION AWARDED LARGEST ROTARY FOUNDATION GLOBAL GRANT IN US HISTORY TO LAUNCH ANTI-HUMAN TRAFFICKING CAMPAIGN

July 17, 2018, SACRAMENTO, Calif. - Rotary District 5180 announced a three-month public awareness and educational campaign to end human trafficking and sexual exploitation during a press conference at the Capitol today.

The district - which consists of 41 Rotary clubs in the greater Sacramento area, including Yuba City/Marysville, Oroville, Roseville, Folsom, El Dorado Hills, and Elk Grove - has been awarded the largest Rotary Foundation Global Grant in US history to create this reproducible, large-scale project.

This prevention project includes a proven and approved education program that disseminates education and awareness information to children, healthcare workers, law enforcement, and educators to prevent human trafficking. The program also includes an aggressive advertising campaign which has just launched in the area.

Rotary has partnered with The Voices and Faces Project for the public awareness campaign, nationally known as “The Ugly Truth,” and 3Strands Global to bring prevention through education to local schools.

“The Sacramento Region Rotary Clubs wanted to showcase Sacramento to the world, by bringing the spotlight of a global issue to the local community,” said Brian Gladden, Rotary District 5180 Assistant Governor. “Through our expertise in building partnerships, funding, and creating large scale repeatable and sustainable service projects, the Sacramento Region can show the world how to fight human trafficking through collaboration and education.”

This campaign comes less than a year after the Human Trafficking Prevention Education and Training Act was signed into law by Governor Brown in 2017. The bill was first introduced by Assemblyman Bonta (D-Alameda) and sponsored by 3Strands Global Foundation.

“AB 1227 has made California a national and global leader in the fight against human trafficking,” said Assemblymember Rob Bonta (D-Oakland). “By combatting this epidemic at its root with comprehensive statewide prevention education and training procedures, we can not only identify students who are actively being trafficked, but also reduce the chances that other children will fall prey to buyers or traffickers.” Unique to Sacramento is the pairing of public awareness and education through “The Ugly Truth” with prevention education efforts, driven by 3StrandsGlobal, that are targeted to area students, teachers, and administrators.

During and after the three-month campaign run, local law enforcement, educators, advocates, businesses, and other area stakeholders will join forces to highlight the issue of trafficking and sexual exploitation in the region, while educating those most vulnerable to being exploited about their rights, and available local resources.

“Human trafficking occurs across our nation, state, the greater Sacramento region and in our local communities,” said District Attorney Anne Marie Schubert. “As part of the Sacramento Together human trafficking coalition, I am grateful for the Rotary’s partnership and its new education and public awareness initiative that will further our efforts to help victims of human trafficking and prevent new victims.”

Human trafficking is the fastest growing crime in the world according to the FBI and is believed to be more than a \$150 billion industry. There are an estimated 40 million people enslaved globally, according to The International Labor Organization. The Greater Sacramento region is considered to be one of the hotbeds for human sex trafficking in the United States.

As a community, it is important for us to work together to deter human trafficking and sexual exploitation,” said Sacramento Police Chief Daniel Hahn. “The Sacramento Police Department is committed to working collaboratively with our local law enforcement partners and community to investigate every incident thoroughly and ensure that every person impacted by these types of crimes has all resources and support necessary.”

The campaign has successfully run in San Francisco, San Diego, Illinois, and Washington D.C. Since its inception, the campaign has been recognized by the European Union as one of the most effective gender-justice campaigns running globally and contributed to both changed laws and increased calls to the national anti-trafficking hotline.

“The campaign seeks to start public conversations about the billion-dollar sex trade, challenging media-perpetuated myths with cold, hard, facts,” said Brianna Williams,

human trafficking survivor, leader, and entrepreneur. “It is incredibly important to raise the level of public awareness as we reach communities, especially students who will receive the PROTECT prevention program in the Fall.”

The campaign is available in English and Spanish language.

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FOR MORE INFORMATION PLEASE VISIT: WWW.UGLYTRUTH.ORG

You can also personally help prevent Human Trafficking in our Rotary District by donating to this project. The funds that we receive will be used to meet the goal of educating children at every single public school in the 5180 District. Checks may be made out and mailed to the Rotary District 5180 Charitable Foundation, 4917 Olympia Court,

Carmichael 95608 identifying it as a donation to the Human Trafficking Project. Or, click on the button below to make an online donation.



The Rotary District 5180 Charitable Foundation is a 501(c)(3) charitable organization (Tax ID # 27-2824926).