

Rescue and Restore Unity Coalition of So. California
Los Angeles County Unity Coalition

www.rescueandrestore.org www.lahumantrafficking.org

Rescue and Restore – Press Advisory

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For Immediate Release

July 3, 2008

LA County Coalition Against Human Trafficking Unveils ‘*TEST DRIVE*’ PSA
60 Seconds Expose Role of Demand in Sex Trafficking

Press Conference on July 9 at 11 am at NCJW
543 North Fairfax Avenue, Los Angeles, CA 90036

The Rescue and Restore Unity Coalition of Southern California-Los Angeles County chapter, representing over 60 community-based organizations, is holding a press conference to unveil a powerful new public service announcement by Hollywood filmmaker **Michael Cory Davis** (“Cargo – Innocence Lost”, “Svetlana’s Journey”), calling on all in Los Angeles County to join its *end demand* campaign, part of the on-going *Humanity Is Not For Sale* events and activities. Live performance of the song “*Trapped*” dedicated to the victims of human trafficking courtesy of the teenage duo **Jewel & Blaire** (of Broadway’s “Annie” and “Annie Get Your Gun” fame).

Mr. Davis will be joined by Rachel Durchslag, director of Chicago’s Alliance Against Sexual Exploitation, Marisa Ugarte, executive director of the San Diego-based Bilateral Safety Corridor Coalition, and Sandra Hunnicutt, Chairperson of the LA County Unity Coalition.

When: Wednesday, July 9, 2008 from 11am – 12 noon;

Where: National Council of Jewish Women/Los Angeles

543 North Fairfax Avenue, Los Angeles, CA 90036; <http://ncjwla.org/>

Corner of Clinton, parking in the adjacent lot; Media vans pls. call ahead for space;

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The LA County Unity Coalition is a group of prominent civic, faith-based leaders working together to combat modern day slavery in So. California. The many So. California Unity Coalition members include: Downtown Women's Center, National Council of Jewish Women/Los Angeles, Bilateral Safety Corridor Coalition, The Southern California Division of the Salvation Army, NightLightUSA, Captive Daughters, Mary Magdalene Project, Oasis USA, etc.

Facts about Human Trafficking

What is Human Trafficking? Human Trafficking occurs when vulnerable men, women and children are subjected to force, fraud or coercion for the purpose of commercial sex or forced labor. Human trafficking victims can be illegal immigrants; legal migrants; US citizens, runaways and others. Victims can be found in housekeeping, restaurants, sweatshops, construction, escort services, massage parlors and agriculture. The Trafficking Victims Protection Act of 2000 made human trafficking a federal crime.

Scope of the problem: While many believe that slavery ended two centuries ago, the hard reality is that slavery still exists today. Human trafficking is a form of modern-day slavery—and it is the fastest growing criminal industry in the world. According to the U.S. Department of State , approximately 600,000 to 800,000 victims are trafficked across international borders worldwide each year. An alarming 14,500 to 17,500 of those victims are being trafficked annually into the United States.

Call to Action: *The LA County Unity Coalition* and its collaborative partners are committed to ending modern day slavery. The public awareness events represent a formal “call to action” for all who wish to work to end the exploitation of vulnerable persons. Individuals can get involved by learning more about the issue; or volunteer. To find out what you can do or for more information call Cindy Norman 213-814-9221 or email her at LACountyUnity@gmail.com .

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