



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

FOR IMMEDIATE RELEASE

April 12, 2011

**DEPUTY MAYOR FOR LEGAL AFFAIRS CAROL ROBLES-ROMAN ANNOUNCES
SECOND PHASE OF NEW YORK CITY'S MULTI-MEDIA CAMPAIGN TO COMBAT
HUMAN TRAFFICKING IN OBSERVANCE OF NATIONAL CRIME VICTIMS'
RIGHTS WEEK**

City launches continuation of "Let's Call an End to Human Trafficking" with a multi-media campaign including PSA from Academy Award-Winner Emma Thompson.

Deputy Mayor for Legal Affairs Carol Robles-Román, in observance of National Crime Victims' Rights Week, today announced the second phase of the City's "*Let's Call an End to Human Trafficking*" campaign, aimed at raising awareness and encouraging New Yorkers to report potential trafficking situations. The campaign, which encourages New Yorkers to "*See it, Know it, Report it,*" features public service announcements in print and video, including a new video narrated by Academy Award-winner Emma Thompson. The campaign was led by Norma Abbene, Deputy Counsel and Chief of Staff for the Office of the Deputy Mayor for Legal Affairs, in partnership with the Office of the Criminal Justice Coordinator. The second phase of the campaign was announced during a visit to the City's Bronx Family Justice Center by the Honorable Corinne Dettmeijer-Vermeulen, Dutch National Rapporteur on Trafficking in Human Beings along with Criminal Justice Coordinator and Chief Advisor for Policy and Strategic Planning John Feinblatt, Mayor's Office of Media and Entertainment Commissioner Katherine Oliver, Immigrant Affairs Commissioner Fatima Shama, and Commissioner Yolanda Jimenez of the Mayor's Office to Combat Domestic Violence.

"We know that educating New Yorkers about human trafficking works. Last year, the city's anti human trafficking campaign spearheaded by the Mayor's office, coupled with aggressive anti human trafficking training at our Family Justice Centers, lead to victims being identified and traffickers arrested," said Deputy Mayor Robles-Roman. "Norma Abbene, Deputy Counsel to the Mayor, organized the media collaboration with Grey NY, and NYCMedia. This simple yet compelling video is a powerful message and public education tool."

"In addition to reaching victims of human trafficking, our campaign will inform New Yorkers about how they can help. Because traffickers too often hide in the shadows, we need to work together to identify and expose trafficking," said John Feinblatt, the Mayor's Chief Policy Advisor. "That is why we urge New Yorkers to call 311 to learn more and to contact law enforcement with any information about a possible crime. By speaking up, we can help those who might not be able to speak up for themselves."

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The new multi-media public education campaign is a collaborative effort between private sector partners, non-governmental organizations and City agencies including the Criminal Justice Coordinator's Office, NYC Media, the Mayor's Fund to Advance New York City and the Mayor's Office International Anti-Human Trafficking Working Group. A Public Service Announcement created by NYC Media and narrated by Academy Award-winner Emma Thompson will air on NYC TV, in taxis around the City and on the City website at www.nyc.gov. Emma Thompson is Chair of the Trustees for the Helen Bamber Foundation, an internationally recognized non-profit organization and she has been a leading voice in the fight against human trafficking. The video will air for the next four weeks, with a new ad released each week in a new language. The videos will be available in Spanish, Chinese and Russian.

The campaign, titled "*Let's Call an End to Human Trafficking*," also features print advertisements and palm cards detailing the signs of human trafficking and how New Yorkers can get involved in ending this crime. The palm cards will be available in English, Spanish, Chinese, Korean and Russian, and distributed throughout the five boroughs in collaboration with City agencies.

"The Mayor's Office of Media & Entertainment is proud to support this anti-human trafficking campaign through NYC Media's media outlets, on Taxi TV, and using our digital efforts," said Commissioner Katherine Oliver. "Education on issues like human trafficking is paramount and we want to do everything at our disposal to spread the message on as many platforms as we can."

"The Mayor's Office to Combat Domestic Violence is committed to put a spotlight on this very serious issue, and provide victims with the services they need to rebuild their lives," said Commissioner, Yolanda Jimenez. "It is important that all New Yorkers keep in mind that help is available and that they can access services by walking into any of our NYC Family Justice Centers or simply by calling 311."

"It is well known that human trafficking victims are overwhelmingly foreign-born and we are committed to helping all New Yorkers that are victimized and exploited," said Immigrant Affairs Commissioner Fatima Shama. "I'm delighted to be part of a project that will help victims know that help is available to them and the City can help provide the services and resources they need, in the language they speak."

Human trafficking is a terrible crime that involves the recruiting, transporting, selling, or buying of people for the purpose of various forms of exploitation. In 2010, the City collaborated with the Somaly Mam Foundation and Grey New York to launch the *Let's Call an End to Human Trafficking* campaign which aims to bring human trafficking out of the shadows and raise awareness amongst New Yorkers about this form of exploitation and slavery. The campaign featured bus shelter advertisements and an anti-trafficking website to provide more information on the plight of human trafficking.

The campaign has also led to a number of awareness-building conferences and art exhibits in conjunction with international leaders such as the Honorable Corinne Dettmeijer-Vermeulen and national and international organizations such as the Helen Bamber Foundation.

Today, the Dutch National Rapporteur on Trafficking in Human Beings is visiting the City's Bronx Family Justice Center. The Center provides legal, housing and social services in one location for victims of abuse such as trafficking and domestic violence. The City's three Family Justice Centers, run by the Mayor's Office to Combat Domestic Violence and borough District Attorneys, have specially trained staff who can identify victims, recognize signs of trafficking and provide appropriate services to victims. Through the efforts of the center and its legal services, providers have identified victims of human trafficking and connected them to services.

The campaign is supported through generous donations to the Mayor's Fund to Advance New York City made by Estée Lauder, the Helen Bamber Foundation and the Somaly Mam Foundation, and in-kind support of Grey Advertising. The Mayor's Fund is a 501(c)(3) nonprofit organization dedicated to innovative public-private partnerships such as the anti-human trafficking campaign. Additional partners include: Equality Now, GEMS, Grey New York, New York Asian Women's Center, and Safe Horizon and Sanctuary for Families.

In 2006, Mayor Bloomberg established the Anti-Human Trafficking Task Force to combat the growing problem of foreign and domestic human trafficking by coordinating the efforts of the different entities that work to fight human trafficking and commercial sexual exploitation of children. The Task Force brings together experts from several disciplines – state and federal law enforcement, city and state government agencies, service providers, advocacy groups, and other community-based organizations – to meet around one table to discuss the challenges inherent in working to combat human trafficking. The efforts are overseen by the Mayor's Criminal Justice Coordinator and Chief Advisor for Policy and Strategic Planning, John Feinblatt.

About National Crime Victims' Rights Week

The United States Department of Justice's Office for Victims of Crime has helped lead communities throughout the country in their annual observances of National Crime Victims' Rights Week by promoting victims' rights and honoring crime victims and those who advocate on their behalf. The 2011 theme for the National Crime Victims' Rights Week is "Reshaping the Future, Honoring the Past," and will be observed from April 10-16, 2011.

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