

Super Bowl 2014 Celebration Without Exploitation

A growing body of evidence suggests that incidences of human trafficking, both sex and labor trafficking, spike during large sporting events due to a short-term, large influx of out-of-town fans. This presents an opportunity for traffickers to profit from the exploitation of others. ICCR members have been working to raise awareness about this increased risk with the hospitality companies they hold in their investment portfolios since the 2010 World Cup games in Sydney, Australia.

As an extension of that work, a subset of ICCR members, mainly Catholic women religious, launched their first grassroots campaign to promote awareness of human trafficking during the 2011 Super Bowl in Dallas, Texas, an initiative we now call Celebration without Exploitation, that has been growing in momentum and impact ever since.

When it was announced that the 2014 Super Bowl would be held at the MetLife Stadium in New Jersey, ICCR members led by the Tri-State Coalition for Responsible Investment (Tri-Cri) immediately began to

mobilize. With learnings from the three prior Super Bowls, they reached out to local anti-trafficking NGOs including Polaris Project, ECPAT USA, faith-based and civil society groups including the NJ Coalition Against Human Trafficking, student organizations such as Project Stay Gold and the state Attorney General's office, to coordinate and plan their awareness-building strategy.

"We were able to tap into an existing anti-trafficking infrastructure and make things happen quickly and at many levels," said Margot Morris, the Super Bowl campaign coordinator for Tri-Cri.

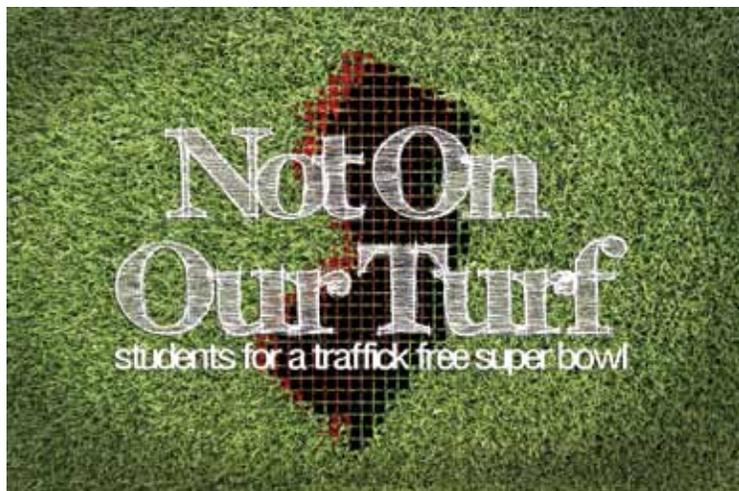
"The commitment and energy around this initiative has been remarkable, and by collaborating with other organizations, we have expanded our impact with hotels immeasurably. The Super Bowl is a pivotal moment where we can introduce people to the issue. But our long-term goal is to raise the overall level of public and corporate consciousness



NJ Coalition Against Human Trafficking's Melanie Gorelick and Tri-Cri staff members Margot Morris, Mary Beth Gallagher and Sr. Pat Daly at NJPAC event

of trafficking well beyond this year's game."

On May 6 2013, Governor Chris Christie signed the Human Trafficking Prevention, Protection, and Treatment Act into law giving New Jersey one of the toughest anti-trafficking laws in the United States, significantly strengthening the penalties for trafficking. State law enforcement acknowledges that NJ has a serious human trafficking issue.



Campaign developed by student activists with Project Stay Gold

"The 'Celebration without Exploitation' initiative is definitely unique because it takes us beyond our role as shareholders, dialoguing with hospitality companies in board rooms, to grassroots advocacy in our local parishes, schools and community centers."
– Sr. Pat Daly

Said Sr. Pat Daly, Executive Director of Tri-Cri, “The size and scope of the Tri-State area (NY, NJ and CT), a bustling travel hub with several airports, thousands of hotels and motels, a vast network of highways and millions of people coming and going means the trafficking risks are huge. With the expected influx of around 400,000 tourists for the Super Bowl, the risks of human rights violations in the form of both labor and sex trafficking spike.”

Altogether, a total of six trainings were conducted with 400 volunteers, while 1,200 hotels were contacted and provided with anti-trafficking information. ICCR members in the Philadelphia Area Coalition for Responsible Investment (PACRI) further helped to spread the word in Pennsylvania and south Jersey.

On the weekend of January 25-26, Tri-Cri volunteers also helped deliver bars of soap imprinted with the national anti-trafficking hotline to area hotels and motels.

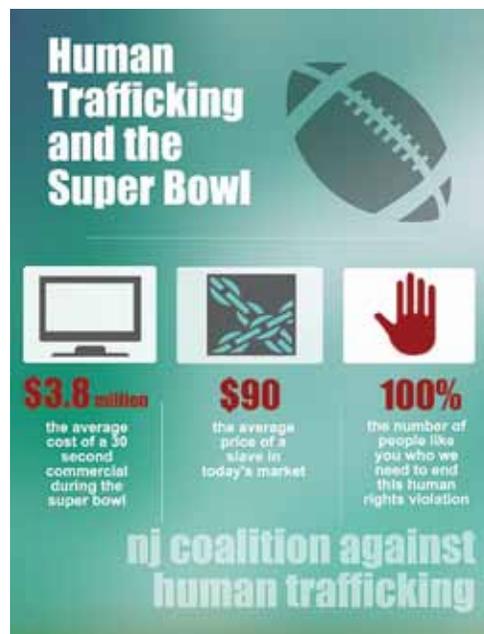
Said Sr. Pat, “The ‘Celebration without Exploitation’ initiative is definitely unique because it takes us beyond our role as shareholders, dialoguing with hospitality companies in board rooms, to grassroots advocacy in our local parishes, schools and community centers. The issue of trafficking and slavery is so insidious and concealed, it is incumbent on us all, companies and the public, to understand what it looks like and to root it out whenever and wherever we can.”

The American Hotel & Lodging Educational Institute and ECPAT-USA partnered to develop an online training to provide the information needed for hotel employees and managers to identify and respond to human trafficking and the commercial sexual exploitation of children -

See more at: <http://bit.ly/KHq0fw>



Hotel managers undergo anti-trafficking training at Rutgers University



“The NJ Coalition Against Human Trafficking - made up of 100 diverse mostly faith-based, inter-ethnic and community organizations - efforts to mobilize NJ citizens to create an abolitionist movement to end modern day slavery and raise awareness about the issue leading up to the Super Bowl has been unstoppable. In addition to strengthening legislation and reaching hundreds of thousands of people, the Coalition, convened by the Jewish Federation of Greater MetroWest NJ, has been an amazing and effective interfaith and collaborative initiative. TriCri led the Coalition’s extremely effective hotel outreach program in NJ this fall. TriCri remains an important leader on the Coalition.”

– Melanie Roth Gorelick, NJ Coalition Against Human Trafficking