



Standing Against Global Exploitation
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For Immediate Release:

SAGE Project Launches 2007 R&R Anti-Human Trafficking Campaign

SAN FRANCISCO, Calif. November 9th, 2007. The **SAGE (Standing Against Global Exploitation) Project** will hold a press conference at **1275 Mission St.** (between 8th St. and 9th St.) in San Francisco, on **Friday, November 16th, 2007 at 9:30am** to launch the **Reclaim Your Rights (R&R) Anti-Human Trafficking Campaign** in San Francisco. This is an outreach campaign to Bay Area victims of human trafficking and forced labor.

The **Reclaim your Rights Campaign (R&R)** coincides and expands on the U.S. Department of Health and Human Services' (HHS) Office of Refugee Resettlement's (ORR) recent efforts to combat U.S. (domestic) and international human trafficking and forced labor. Across the nation, ORR's Rescue & Restore campaign has successfully reached thousands of trafficked victims. R&R allows victims to reclaim their rights, to be rescued and receive restoration services. Additionally, R&R educates the general public to recognize and respond to these human rights violations.

SAGE's R&R Campaign will notify trafficked victims about their rights and ability to receive safe and confidential help in San Francisco. This campaign will be launched through this press conference and will include public service announcements, pole banners and informative materials distributed and posted in potential points of intervention (taxis, nail salons, bus stops, money-transfer businesses). Campaign materials will be provided in 10 languages: Thai, Mandarin, Cantonese, Vietnamese, Korean, Japanese, Tagalog, Russian, Spanish and English. Examples of campaign materials include: palm information cards, pole banners, pocket mirrors and chapsticks.

The **R&R Campaign** will promote 2-1-1 as the primary phone number for human trafficking victims and advocates who need help. Operated by United Way of the Bay Area, 2-1-1 is a free, confidential, 24-hour, multilingual information line that connects people in need with health and human services. 2-1-1 is staffed by trained Information & Referral Specialists, who assess the needs of each caller and link them to the best available information and services.

R&R is designed to assure that trafficked victims are able to seek safe and confidential support without the risk of deportation as outlined in the Trafficking Victims Protection Reauthorization Act of 2005 (TVPRA of 2005, H.R. 972).

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SAGE History

SAGE was founded in 1992 and incorporated as a 501(c) (3) non-profit organization in 1995. It is the leading local advocate for and provider of comprehensive trauma and substance abuse services for women and girls recruited into prostitution, victims of international and domestic trafficking, and women and girls with histories of sexual exploitation and violence. The mission of the SAGE Project is to improve the lives of individuals victimized by, or at risk for sexual exploitation, violence and prostitution through trauma recovery services, substance abuse treatment, vocational training, housing assistance and legal advocacy.

SAGE's success has been propelled by awards such as the *Innovations in American Government Award*, sponsored by the Ford Foundation and John F. Kennedy School of Government at Harvard University; the Oprah's Angel Network *Use Your Life Award*; the prestigious *Peter F. Drucker Award for Non-Profit Management*. This recognition has helped spur the replication of SAGE's service delivery system worldwide, and positioned the agency as a leader in the struggle for dignity among survivors of sexual exploitation, trauma, human trafficking and violence.

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