



IT'S A PENALTY
LA SUPER BOWL LVI CAMPAIGN

HUMAN TRAFFICKING IS A MAJOR ISSUE IN LOS ANGELES AND THE U.S.

Children as young as 12 years old are being sold for sex in Los Angeles, California, where the area's tourism industry, adult entertainment industry and international seaports and airports create a lucrative, and highly accessible, environment for traffickers. Los Angeles, along with San Diego and San Francisco are three of the ten cities with the worst rates of child sex trafficking in the U.S. (California Against Slavery).



THE PROBLEM



24.9 million people worldwide are trafficked for sexual exploitation and forced labor. (UNODC)



83% of sex trafficking victims in the U.S. are U.S. citizens. (U.S. Department of Justice's report)



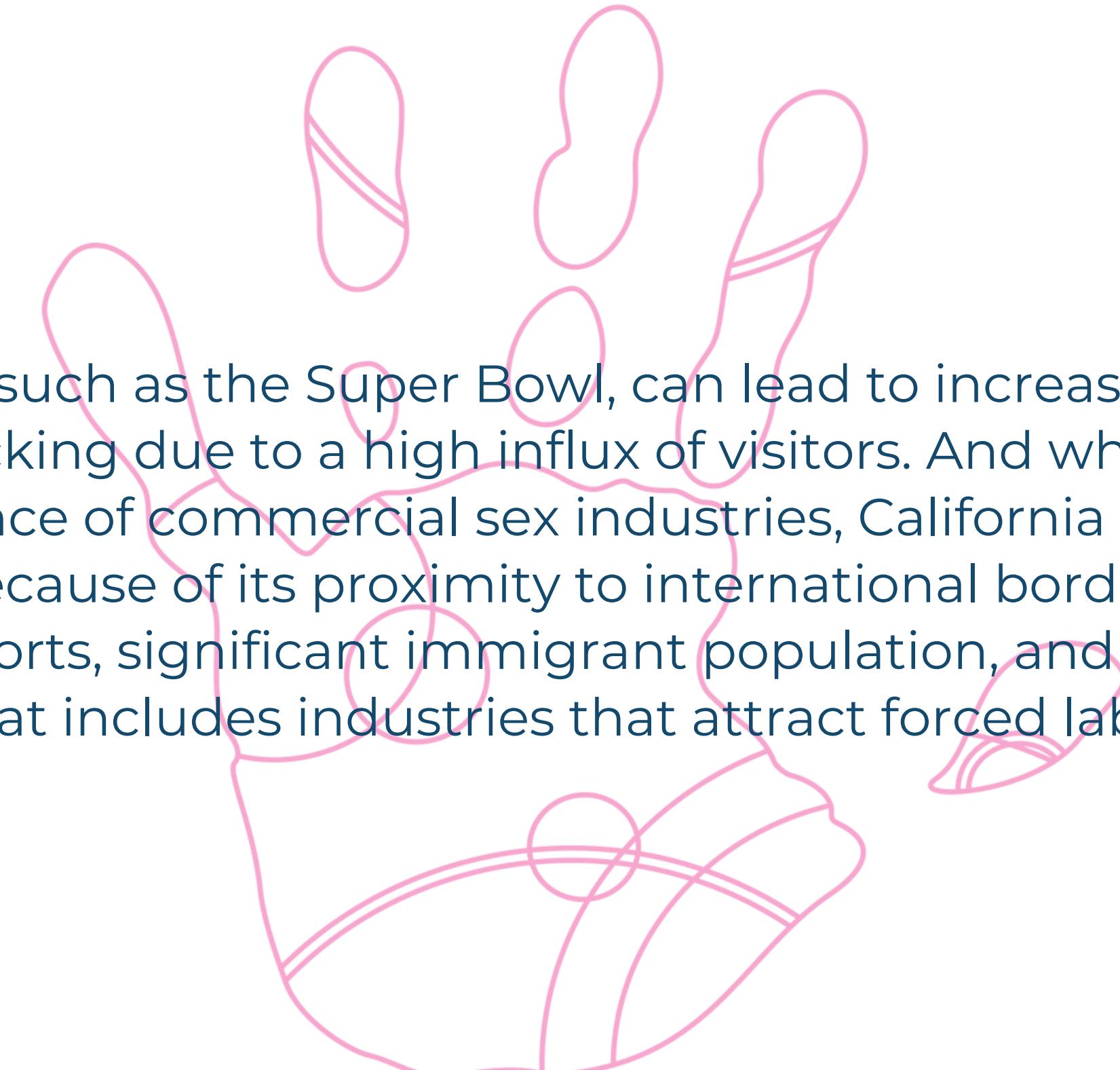
Studies have shown that the average age of entry into the sex industry is as young as 12 years old.



There are an estimated 100,000 - 300,000 children who have been trafficked and sold into the sex industry in the U.S. (California Human Trafficking Factsheet)



2.4 thousand American children and youth are estimated to be at risk of child sexual exploitation. (California Human Trafficking Factsheet)



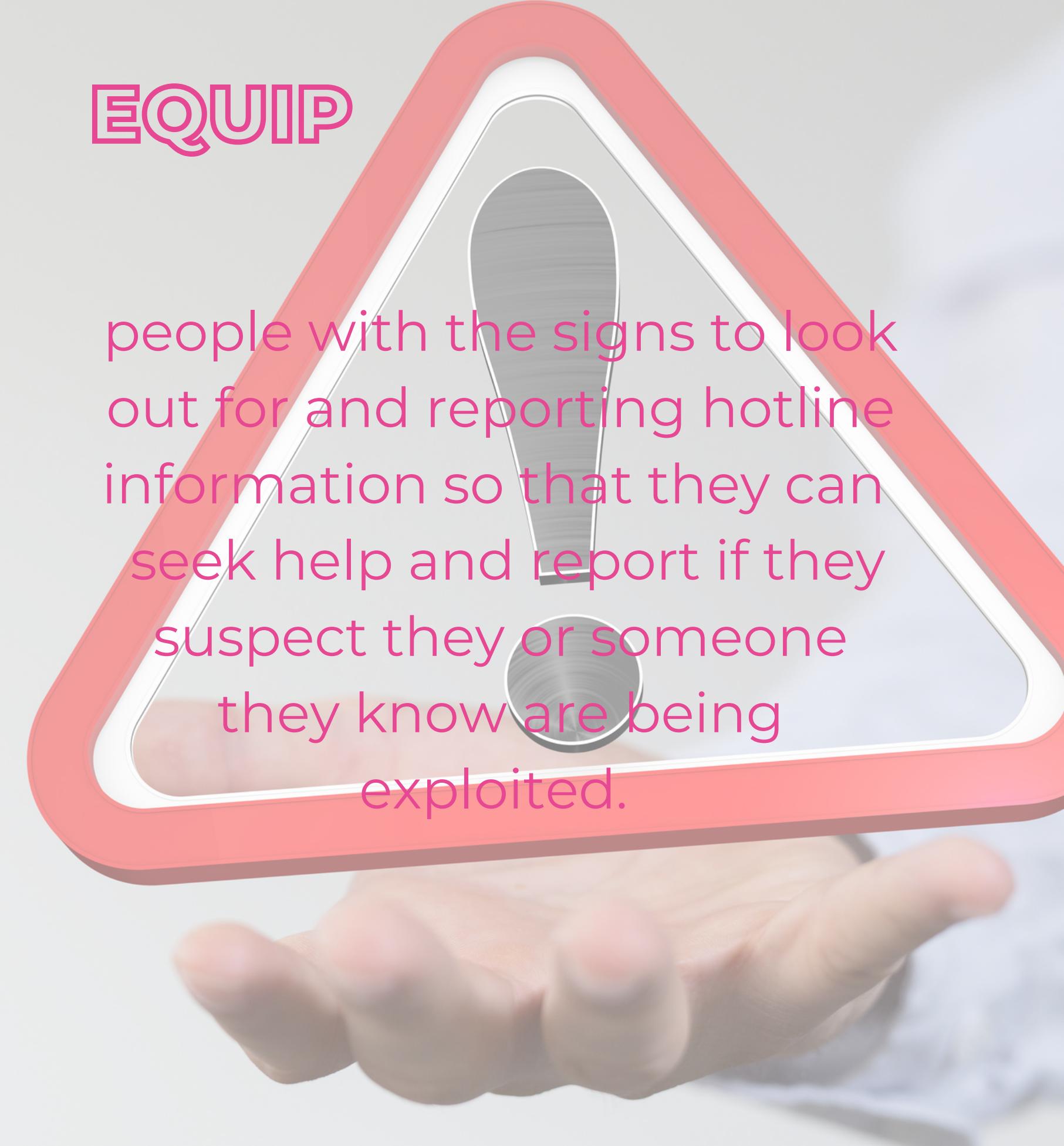
Large events, such as the Super Bowl, can lead to increased instances of human trafficking due to a high influx of visitors. And when it comes to the prevalence of commercial sex industries, California is particularly vulnerable because of its proximity to international borders, number of ports and airports, significant immigrant population, and large economy that includes industries that attract forced labor.

EDUCATE

sports fans and the general public about what human trafficking is, the penalties for offenders and how to #KNOWTHESIGNS of exploitation and human trafficking.

EQUIP

people with the signs to look out for and reporting hotline information so that they can seek help and report if they suspect they or someone they know are being exploited.



ENCOURAGE

A photograph of a woman with dark, curly hair sitting on a bed. She is wearing a light-colored sweatshirt and jeans. Her head is resting in her hands, and she appears to be in a state of distress or deep thought. The background is a simple room with a window.

survivors to come forward
and the general public to
report abuse, exploitation or
human trafficking if they
suspect it.

CAMPAIGN ACTIVITIES



Film will be shown inflight on American Airlines and Southwest Airlines planes in January and February 2022.



Uber – 2,500 cars will display rearview tags with national US hotline and local reporting hotline.



Hilton, IHG and Motel 6 hotels in the Los Angeles area will receive posters, including the signs to look out for and the hotline number, and hand sanitiser pens. Staff will also receive posters of missing children.



IHG staff and Hilton hotels will receive training from It's a Penalty on how to identify and report human trafficking, exploitation and abuse.



For the first time, It's a Penalty will have a booth at the Super Bowl Experience that features the campaign film & a photo taking opportunity.



Volunteers from ZOE International will pack kits for hotels and motels with It's a Penalty.

CAMPAIGN AMBASSADORS

High-profile American Football players delivered an impactful message on our 30-second campaign film, including:

Johnny Hekker
Los Angeles Rams



Chris Godwin
Tampa Bay Buccaneers



Aaron Rodgers
Green Bay Packers



TOGETHER WE CAN MAKE A DIFFERENCE!



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