



SPOTLIGHT REPORT
JULY 2026

2026 NORTH AMERICA CAMPAIGN

A GROWING MOVEMENT

UNITING COMMUNITIES ACROSS NORTH AMERICA

It's a Penalty's largest campaign to date, mobilizing governments, businesses, NGOs and communities across Canada, Mexico and the USA to raise awareness of human trafficking and exploitation surrounding the World Cup.



3

COUNTRIES

Campaign delivered across Canada, Mexico and the USA through coordinated awareness, education and partnerships

10

PRESS CONFERENCES

Strategic launches driving awareness, media reach, and collaboration

16

HOST CITIES

Campaign presence in host cities through direct activations, local partnerships, and/or national awareness initiatives

33

DIRECT CAMPAIGN
PARTNER ORGANIZATIONS

Cross-sector organizations driving campaign development, delivery and impact

PRESS & MEDIA REACH

Press coverage began in the lead-up to the World Cup with a campaign soft launch, followed by a coordinated launch across Canada, Mexico and the U.S.

187.4M

POTENTIAL PRESS RELEASE REACH

1,604

PRESS RELEASE PICKUPS

1M+

PAID SOCIAL REACH

154K

INSTAGRAM VIEWS IN MAY & JUNE

THE COVERAGE WENT FURTHER

By bringing together government officials, NGOs, footballers, hospitality and tourism leaders, and law enforcement, the campaign's press conferences generated additional broadcast, print and radio coverage across host countries and worldwide.



FEATURED IN USA TODAY

Featured in **USA TODAY**'s official World Cup Special Edition, distributed in print and digitally via USAToday.com and **250+** USA TODAY Network websites. Amplified through major football influencers and organizations and shared directly with **10+ million sports fans**, extending campaign reach across the United States.

AS SEEN IN

CBS News

YAHOO! NEWS

AOL.com

ASIAONE

Boston 25 News

The Root

KXAN

News 12 | Long Island

WSB-TV

Kansas City Star

KCTV

WSVN

CTV News

Asian Pacific Post

Insider NJ

11Alive.com

Atlanta Journal-Constitution

FOX4KC.com

Radio across host countries

+ more worldwide



COLLABORATION IN ACTION

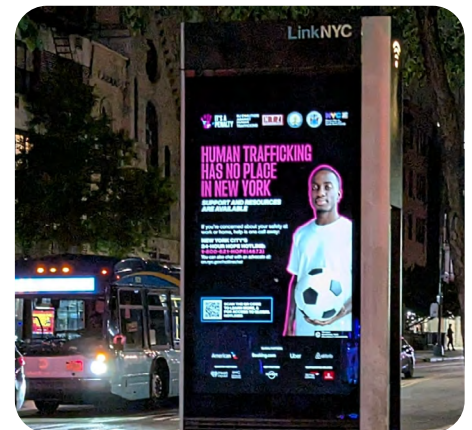
Our partnerships made it possible to bring the campaign to more places, reach more people and create deeper impact. Together, we combined expertise, technology and community insight to raise awareness and protect vulnerable communities at scale.

Partnerships that powered impact across North America.

PUBLIC SPACE & TRANSIT

MEETING PEOPLE WHERE THEY ARE

Transit agencies, local government, and public infrastructure partners helped bring the campaign into the daily lives of millions through high-visibility placements spanning transit systems, airports, digital kiosks, fuel stations and other public spaces.



INNOVATION

Technology partnerships expanded access to education, support and prevention.

AI-POWERED SAFETY SUPPORT

Developed by **The Parasol Cooperative**, in partnership with It's a Penalty, Polaris and STOP THE TRAFFIK, Ruth AI provides anonymous, trauma-informed safety information, guidance and resources for individuals affected by trafficking and concerned bystanders throughout the tournament.

INTERACTIVE MICROLEARNING

Developed with **MeLearning**, the interactive microlearning equips users with practical knowledge to recognize the signs of human trafficking and respond safely.

20K+ SESSIONS

COMMUNITY EXPERTISE

Local NGOs and survivor leaders provided invaluable insight to ensure campaign messaging was culturally relevant, centered on lived experience, accurately translated, and tailored to vulnerable communities. Partners also supported local outreach efforts, helping strengthen the campaign's impact at the grassroots level.

Across multiple host cities, It's a Penalty contributed to local anti-human trafficking task forces, supporting coordinated planning and collaboration with government, law enforcement and community partners.



CORPORATE ENGAGEMENT

EXTENDING OUR REACH

Corporate partners helped extend the campaign beyond public placements by sharing safety messaging through their internal platforms, networks, and customer-facing channels.

American  Booking.com  Uber 

 airbnb

IHG
HOTELS &
RESORTS

 iHeart
Impact

 Hard Rock

 BRITISH
AIRWAYS

 Emirates

IN-FLIGHT AWARENESS

American Airlines, British Airways, and Emirates screened the campaign's 30-second PSA film on flights during the tournament, bringing trafficking awareness directly to travelers.

HOSPITALITY TRAINING

Hard Rock and Booking.com partnered with It's a Penalty to deliver awareness training, helping hospitality professionals recognize the signs of trafficking and respond safely.

WORKFORCE ENGAGEMENT

Corporate partners engaged their workforces by sharing campaign resources with employees, hosts, drivers, and property teams, expanding awareness through trusted internal networks.

CUSTOMER OUTREACH

Partners extended campaign messaging through customer-facing communications, digital platforms and on-property materials, helping raise awareness throughout the traveler journey.

ACROSS MEXICO

One of the campaign's largest national activations, reaching people across major cities, airports, transit systems, and high-traffic public spaces.

Campaign ambassador, Oribe Peralta helped amplify the message nationwide.

280 BUS STATIONS

Across 8 cities in Mexico

16 AIRPORT SCREENS

Across 4 GAP airports

120 METRO POSTERS

Across 60 CDMX metro stations

60 PUBLIC BUSES

Reaching 293,000 people in Guadalajara



THE WORK CONTINUES...

As the tournament continues, so does the campaign. This report captures progress to date, with a full impact report to follow in Fall 2026.