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**CONTACT:** Waed Al-Nimri, AEHT Communications Director

## **Raising Awareness on Human Trafficking Around Major Sporting Events Like the Super Bowl**

[BRIGHTON, MI] In the lead-up to the Super Bowl, a time of heightened excitement and community gatherings, the Alliance to End Human Trafficking (AEHT) aims to shed light on the increased risk of human trafficking activities that often accompany major sporting events. This awareness campaign seeks to educate and mobilize the public in the prevention of human trafficking, emphasizing the critical role of vigilance and advocacy.

The Super Bowl, attracting fans from across the nation and world, also, unfortunately, can lead to a spike in human trafficking incidents, exploiting vulnerable individuals. AEHT's module, "[Human Trafficking & Major Sporting Events](#)," highlights the importance of recognizing the signs of trafficking and the need for community action. "As we enjoy the activities, we must also be aware of the darker realities that lurk around such large-scale events," states Katie Boller Gosewisch, the Executive Director of AEHT. "Awareness and education are our strongest tools in combating this issue."

AEHT encourages everyone, especially those in the host city, to [learn the indicators](#) of human trafficking and to report any suspicious activities to law enforcement. The organization also emphasizes the value of tools like the [TraffickCam](#), an innovative app designed to help fight human trafficking through crowd-sourced photos of hotel rooms, which is at the forefront of this critical battle. By allowing users to upload images of hotel rooms they stay in, TraffickCam utilizes these photos to create a database that law enforcement can use to identify locations where victims are being exploited.

"Each of us plays a crucial role in ensuring events like the Super Bowl remain true celebrations of sporting achievements," Boller Gosewisch remarked. "We can profoundly impact the lives of those most vulnerable. Engaging the public and employing innovative resources such as TraffickCam allows everyone to become active participants in combating trafficking, not merely observers."

AEHT's campaign is not just an advocacy effort; it's a call to action in tackling human trafficking, ensuring that major sporting events remain a cause for celebration, not exploitation.

For resources and educational materials, and to learn more about how you can help, visit the Alliance to End Human Trafficking website at <https://alliancetoendhumantrafficking.org>.

*AEHT was founded in 2013 by a group of Catholic Sisters committed to ending human trafficking and supporting survivors. They dreamed of creating a national network of resources and support made up of many different congregations and other mission-aligned partners. Today, this member-based organization has grown to include more than 110 congregations of women religious and another 70+ individuals and groups spread throughout the United States. USCSAHT is also the U.S. member of Talitha Kum, an international network of consecrated life working to end human trafficking.*

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