



#MYFREEDOMDAY

CNN Freedom Project



#MYFREEDOMDAY

March 14, 2017

WORLDWIDE



www.cnn.com/MyFreedom

WHAT IS MODERN SLAVERY?

DEFINITION: WHEN ONE PERSON CONTROLS ANOTHER PERSON, THROUGH VIOLENCE OR THE THREAT OF VIOLENCE, EXPLOITS THEM ECONOMICALLY OR OTHERWISE, AND THE OTHER PERSON IS NOT FREE TO WALK AWAY



MODERN-DAY SLAVERY

FACTS:

- MORE PEOPLE ARE IN SLAVERY RIGHT NOW THAN AT ANY POINT IN HISTORY
- MODERN SLAVERY EXISTS ON EVERY CONTINENT
- BETWEEN 20-45 MILLION PEOPLE ARE TRAPPED
- HUMAN TRAFFICKING IS A \$150 BILLION DOLLAR PER YEAR, ILLEGAL INDUSTRY







WE'VE COVERED

500+ STORIES

OF MODERN-DAY SLAVERY





CELEBRITIES

HAVE JOINED CNN'S EFFORTS





AND

LAW ENFORCEMENT

INVITED US ON RESCUE EFFORTS



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THE RESULTS SO FAR HAVE BEEN EXTRAORDINARY

SINCE 2011



1000+ VICTIMS RESCUED

More than 1000+ victims have been released following Freedom Project investigations in places like Egypt and India. CNN has also participated in numerous raids, resulting in victims' rescues.



NATIONAL AND LOCAL LAWS CHANGED

Freedom Project investigations in places like Atlanta, Taiwan and Malaysia have resulted in new and stronger anti-slavery laws.



\$25+ MILLION RAISED

Companies such as Google and Hershey's have given millions of dollars after seeing Freedom Project stories, as have thousands of individual viewers.



BUSINESS PRACTICES CHANGED

Multi-national companies in the hospitality, electronics and chocolate industries have changed how they do business as a result of Freedom Project stories.

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BUT ONE THING

**WE'VE NOTICED
WHILE COVERING THIS ISSUE**



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**MOST OF THE VICTIMS
ARE CHILDREN**



A photograph showing the back of a person wearing a red shirt and a child in a blue shirt walking away on a paved street. The background shows trees and a fence. A dark semi-transparent box with white and teal text is overlaid in the center.

FALLING FOR THE SAME TRICKS

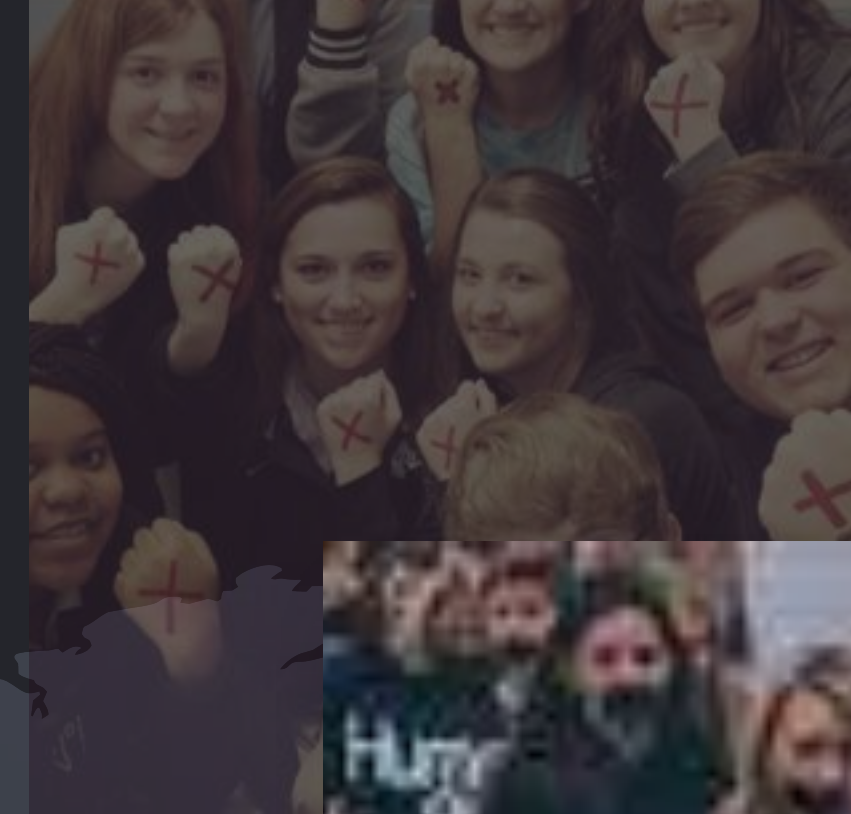
USED BY HUMAN TRAFFICKERS EVERYWHERE



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BUT WE'VE
ALSO SEEN
**STUDENTS
MAKE
THE MOST
PASSIONATE
MODERN
ABOLITIONISTS**





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SO
WE CAME UP
WITH
A BIG IDEA
TO FIGHT
BACK

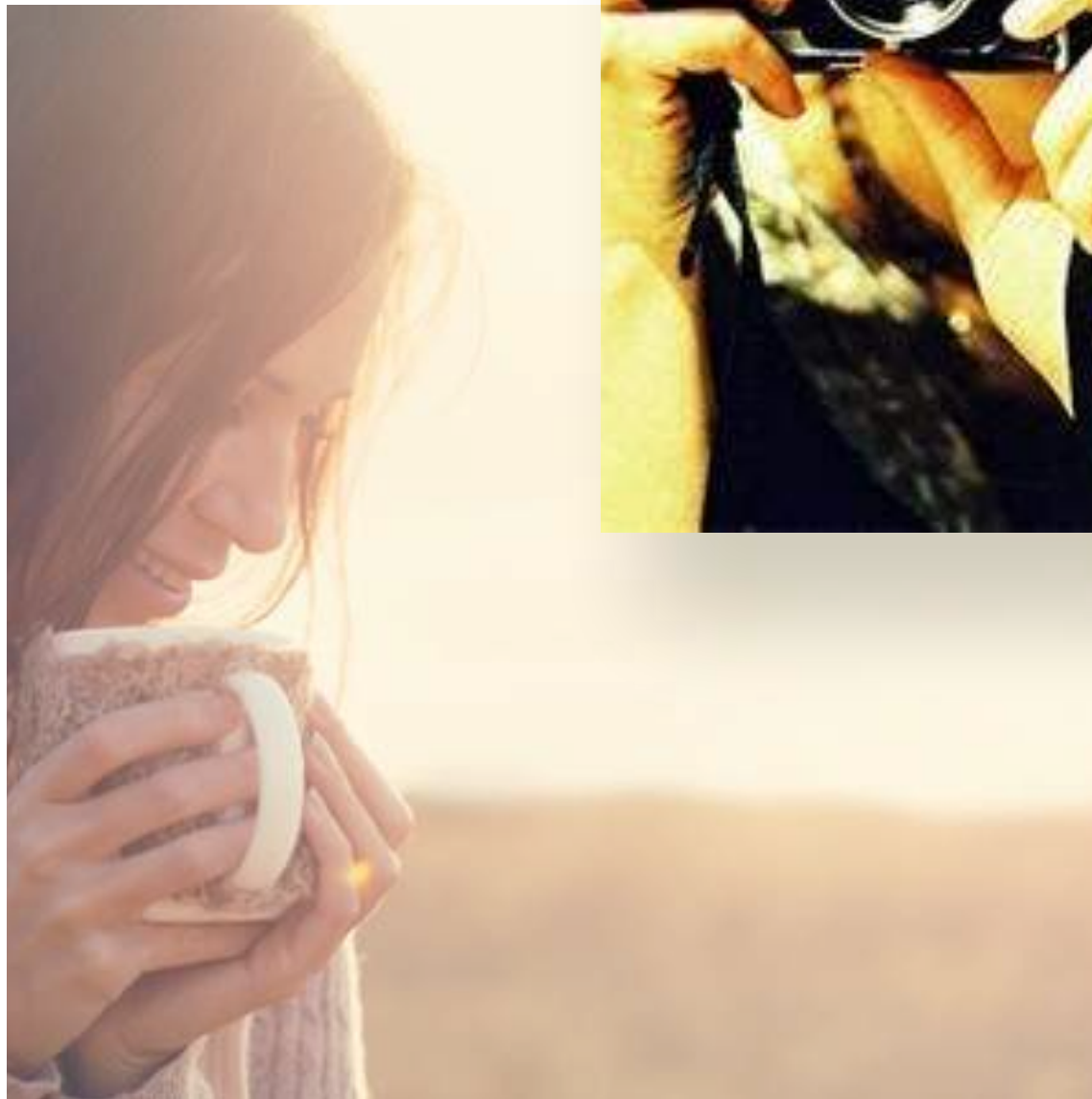
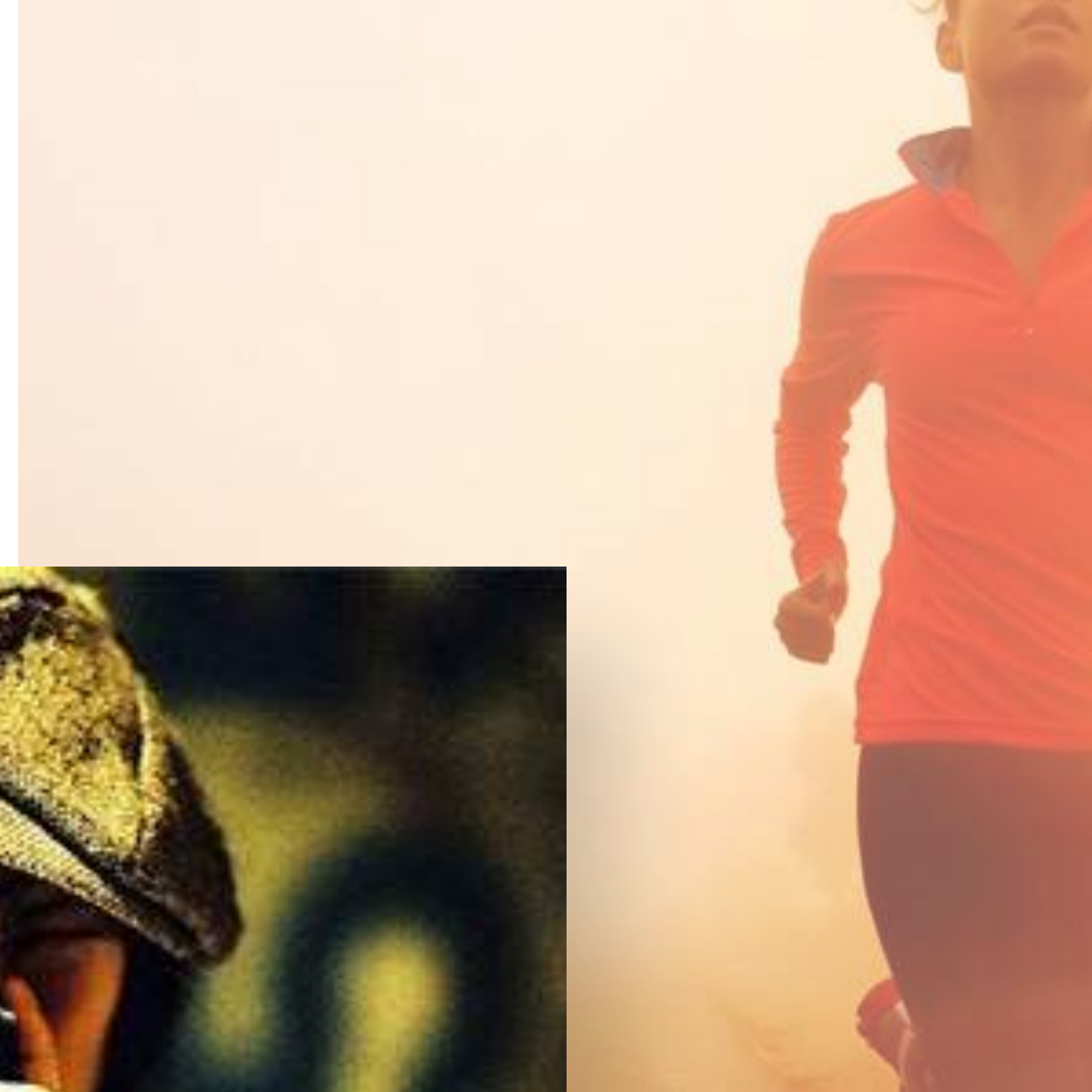


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MARCH 14, 2017

#MYFREEDOMDAY

A one-day, student-driven, social media event
to raise awareness about human trafficking



WE'RE ASKING
THE QUESTION:

「What does
Freedom
look like
to you?»

While CNN
provides
information
on what
modern-day
slavery looks
like today



On **MARCH 14, 2017**

Thousands of schools,
student groups, charities and
law enforcement agencies
will raise their collective
voices on behalf of human
trafficking victims

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CNN Freedom Project



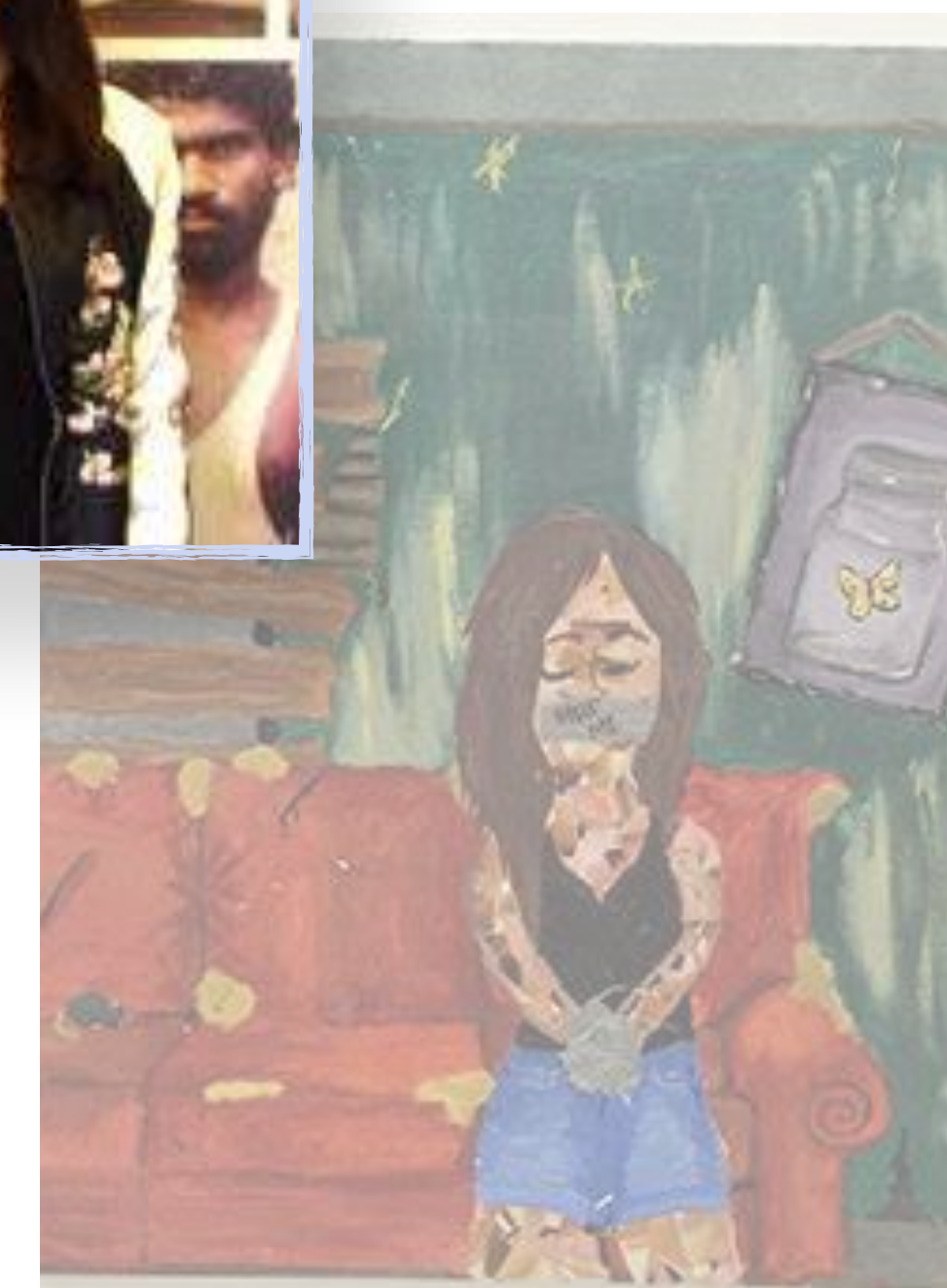
CNN.com/MyFreedom

THIS IS **HOW IT WORKS**

CNN
Freedom
Project is
hosting the
event



but it will
be driven
entirely
by the
students
themselves

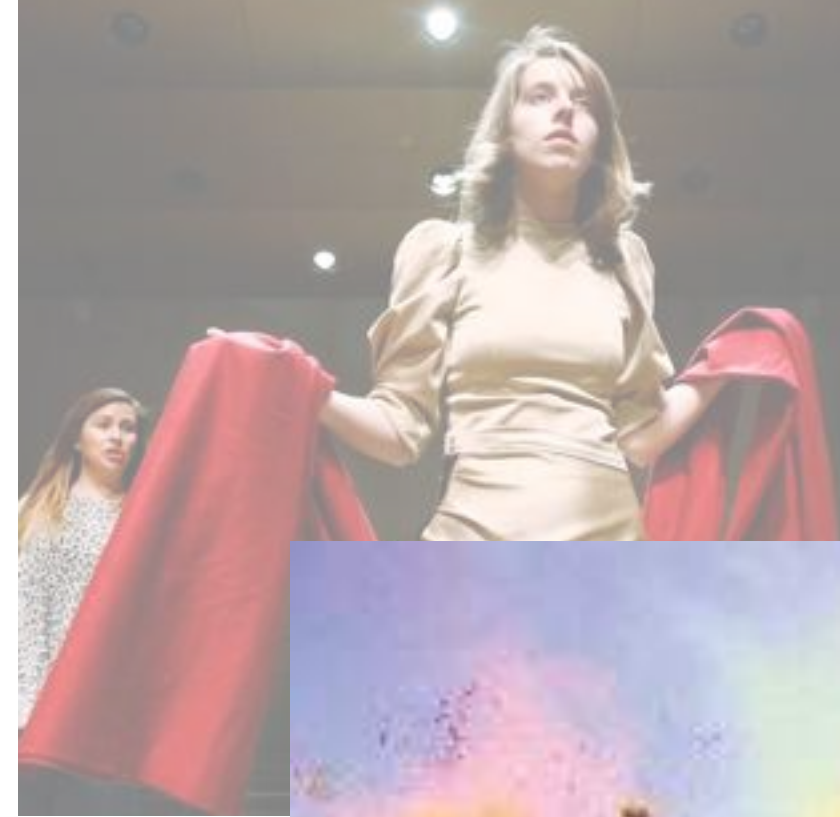


Students
around the
world
stand up to
slavery



by
organizing
events that
promote
awareness





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THEN CREATE
AN
IMPACTFUL
WAY
TO HELP
THE VICTIMS

HERE
ARE SOME

Ideas of
what
you can
do....



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HOST A MOVIE
Screening

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ORGANIZE AN Art Show

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CNN Freedom Project

OR A Talent Show

www.cnn.com/MyFreedom



RAISE MONEY WITH A
Bake Sale

#MYFREEDOMDAY

CNN Freedom Project

OR A Stand for Freedom CHALLENGE

www.cnn.com/MyFreedom

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OR A
Color Run

There are
tons of ideas
out there.

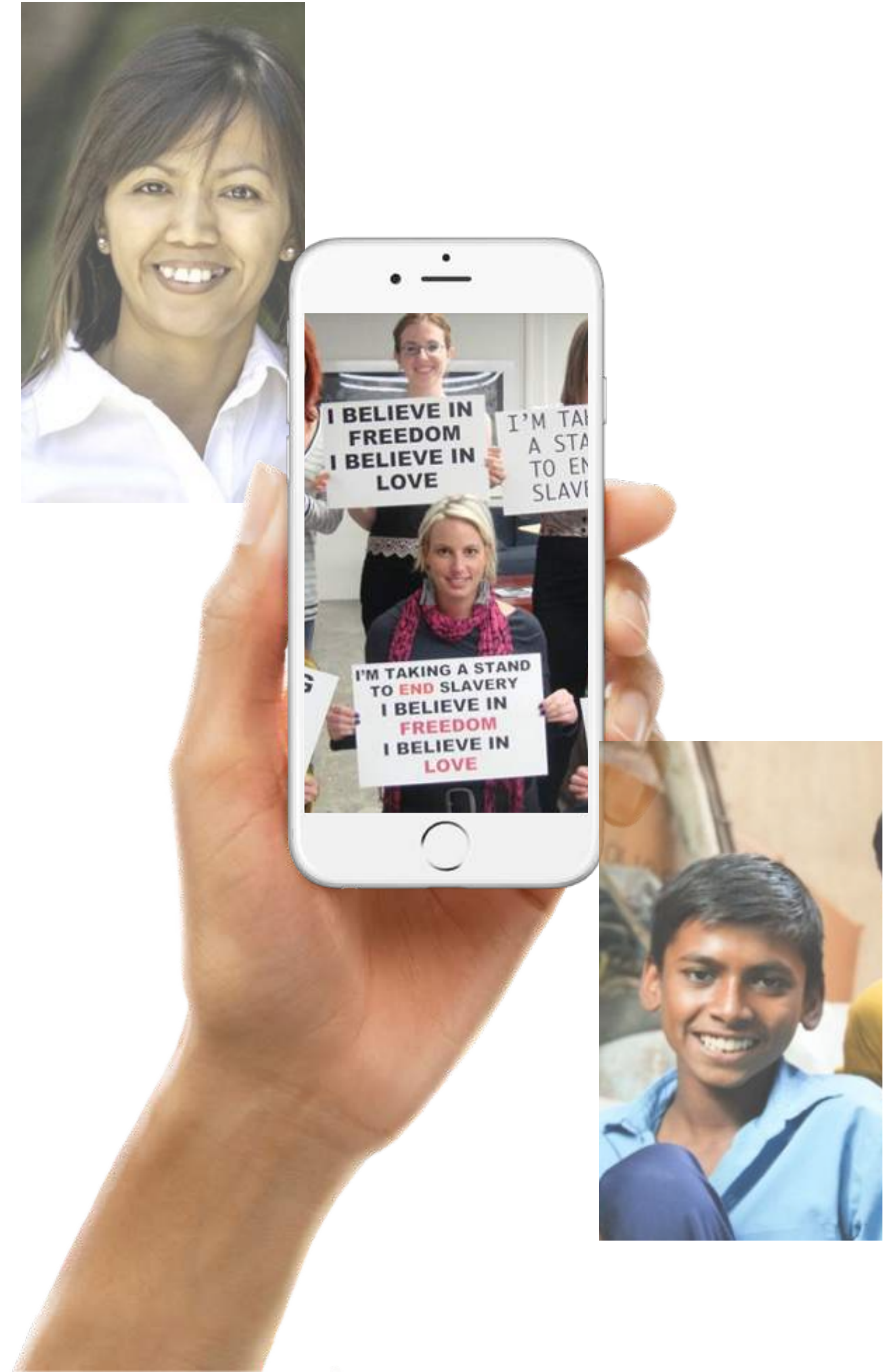


But feel **free** to
come up with
your own.

「Just post what
you're doing to
play your part on
Social Media」

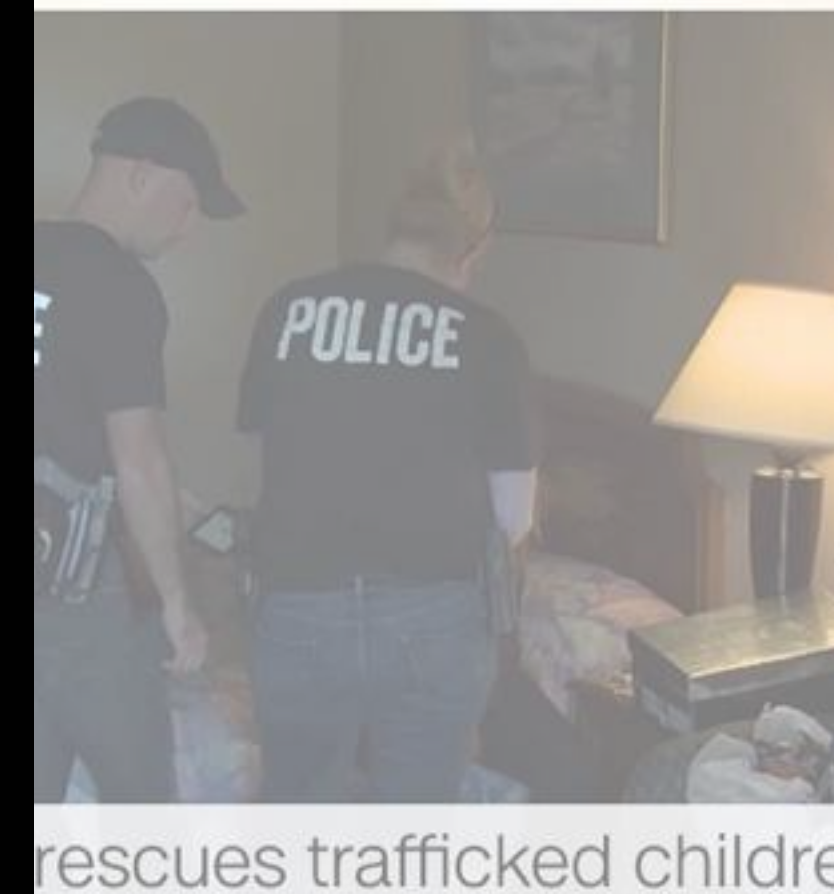
USING THE HASHTAG:

#MYFREEDOMDAY



And we'll feature it
on CNN's custom
website

CNN.COM/MYFREEDOM





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THE MOST SPIRITED SCHOOLS

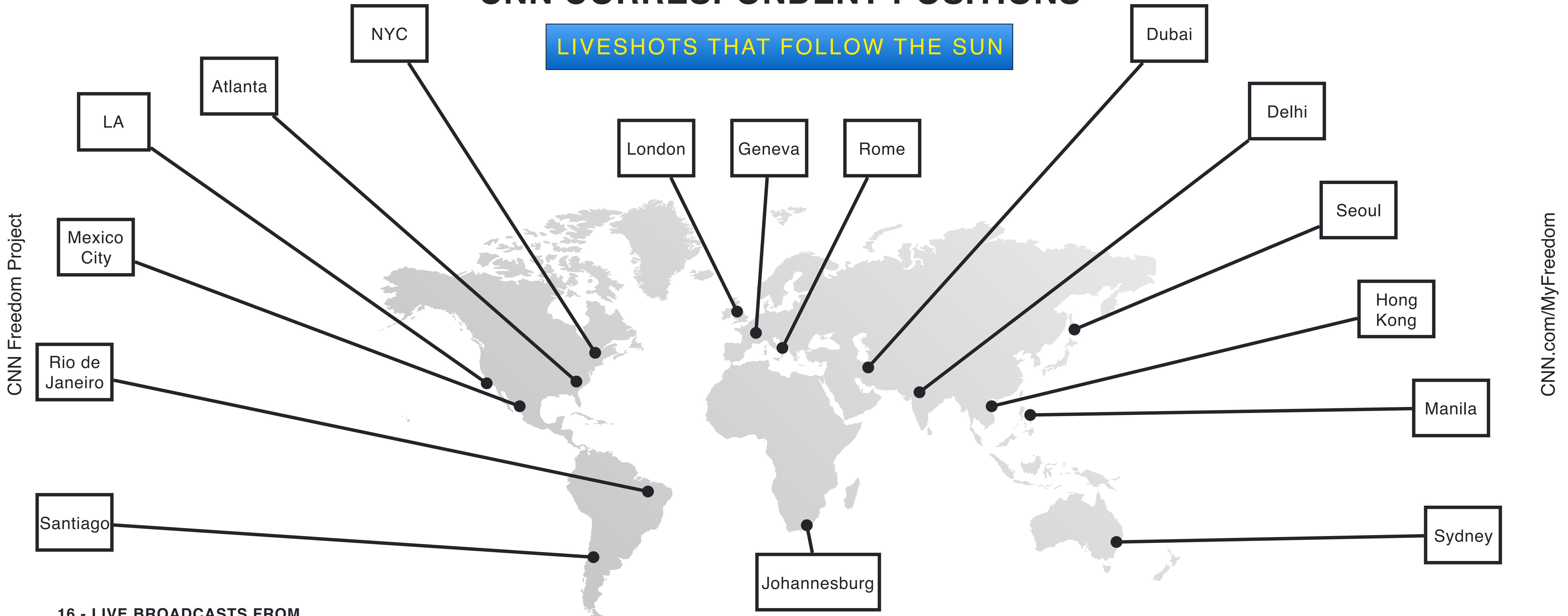
COULD RECEIVE A
VISIT FROM A CNN
CORRESPONDENT
ON MARCH 14TH

#MyFreedomDay

FOR EXAMPLE:

CNN CORRESPONDENT POSITIONS

LIVESHOTS THAT FOLLOW THE SUN



16 - LIVE BROADCASTS FROM
SCHOOLS ON ALL 6 CONTINENTS



TONS OF GROUPS ARE ALREADY SIGNING UP





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March 14, 2017





IT'S GONNA BE
BIG!!!



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March 14,
2017

CNN Freedom Project

www.cnn.com/MyFreedom

Please
Join Us

CONTACT US

WITH ANY QUESTIONS



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