



Press Release

“My Voice Against Human Trafficking”: Engaging the Youth on Public Transportation

Geneva, SWITZERLAND – July 18, 2018. The Geneva-based international organization [Youth Underground](#) has joined hands with Swiss partners for a photo campaign on a total of 50 public transportation vehicles. The two-week campaign, leading up to World Day against Trafficking in Persons on July 30, features youth of all ages voicing their opinion about human trafficking.

“We adults often have the arrogance of thinking the youth need us to translate their thoughts about human rights issues happening in our world today,” said Rasha Hammad, Founder of Youth Underground. “But in actual fact, the youth, including children below their teens, are not only aware but have their own opinion about these issues. We need to take a step back, listen and learn. There is no age limit to education and this is what our campaign is all about.”

Human trafficking is the second largest criminal activity after the arms trade, with annual profits estimated at USD 150 billion. A total of 40.3 million people are believed to be living in slavery conditions today – approximately five times the population of Switzerland. This is staggering, particularly in an internet age where information does not stay in the private domain for long.

The youth are not only the primary targets of human trafficking – with some as young as four years old – but are also today’s change makers. Education is essential to bring this covert activity to the surface and prompt the youth as well as people of all ages, to protect themselves and protect others by learning to spot the signs of this illicit trade. “It is in each of our hands to make a difference,” added Ms. Hammad. “With the figures we know, being complacent should not be an option.”

END

Media contact: oro.cohen@youth-underground.com / info@youth-underground.com

Youth Underground is a knowledge and youth hub, to showcase initiatives against human trafficking by the youth, as advocates of change and defenders of human rights. Its objective is to prevent human trafficking through education, awareness-raising and advocacy. Youth Underground is a Swiss Nonprofit Association formed in accordance with articles 60 ff of the Swiss Civil Code. For more information: www.youth-underground.com