



PRESS RELEASE

Nominating a business leader for the 2012 award to fight human trafficking

GENEVA, 5 July 2011—In partnership with the UN Global Compact and UN.GIFT, End Human Trafficking Now has just launched the call for nominations for the Business Leader's Award to Fight Human Trafficking. This is the second award cycle.

The first-ever award was jointly bestowed during the Luxor International Forum in December 2010, to Christopher Davis (Body Shop International), Marilyn Carlson Nelson (Carlson Companies) and Robert Rigby-Hall (LexisNexis, Inc.).

The Business Leader's Award is designed to acknowledge the vision, creativity and contribution of business leaders in identifying, combating and preventing trafficking in persons.

Today, corporations and businesses are more aware about their role in eliminating human trafficking and exploitation. They adopt a corporate strategy to prevent exploitation, take measures to clean their supply chain, train their staff, share their expertise to support anti-trafficking projects, take part in community initiatives, contribute to awareness-raising campaigns, support shelters for victims, to name a few initiatives.

Is a business taking a zero tolerance stance towards human trafficking? Has it supported an anti-trafficking initiative? Has a business developed corporate policies against forced labor and other forms of trafficking and exploitation?

This is an opportunity to step forward and shine the spotlight on what businesses are doing against modern-day slavery—and to nominate a business leader for the 2012 Business Leader's Award to Fight Human Trafficking.

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About End Human Trafficking Now

End Human Trafficking Now (EHTN) is the first worldwide initiative to engage the private sector in anti-trafficking efforts, with voluntary contributions by corporations for specific activities. Whilst striving to put an end to human trafficking altogether, EHTN seeks to integrate the business community into the solution of ending this illicit trade – enforcing its vision of zero tolerance to human trafficking. EHTN was created in 2006, and is an independent international association officially registered under Swiss Law. Learn more at www.endhumantraffickingnow.com