



Voice Found’s fairytale illustrations take a dark turn to bring awareness to sex trafficker recruitment methods.

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Sex traffickers often lure young women with false promises of romance and riches – of a fairytale life. To stop sex trafficking in Canada, we first have to widely recognize these tactics.

The Trafficking Traditions campaign leverages fairytale illustrations as an educational tool targeted towards young women and their parents. The illustration style mimics traffickers and follows their recruitment tactics by crafting a fairytale first impression but revealing a darker reality upon closer inspection. Each piece brings attention to a different luring tactic used by traffickers – from posing as a boyfriend to recruiting through peers.

Trafficking Traditions was created by survivor-led, Ottawa-based charity Voice Found in collaboration with TAXI advertising agency and illustrator Toko Hosoya.

“38% of the people we support through our human trafficking programs are 19 and younger and traffickers are targeting youth in middle school,” said Cynthia Bland, Founder and CEO of Voice Found. “Education is one of the best ways to combat this crime and TAXI has provided us with a unique way to accomplish this.”

The campaign, which runs until April 9th 2021, features two street level billboards (912 Bank St. and Albert St. at Bayview), a social media campaign and information video.

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Contact:

Cynthia Bland

CEO and Founder, Voice Found

cynthia@voicefound.ca