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Global Anti-Slavery Action Map Advances Fight Against Human Trafficking

By End Slavery Now

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WASHINGTON, Sept. 21, 2011 -- *Interactive Web Application Helps Funders, NGOs and Activists*

WASHINGTON, Sept. 21, 2011 /PRNewswire-USNewswire/ -- **End Slavery Now** (ESN) today announced the successful launch of the new anti-slavery "Action on the Ground" project map, the first comprehensive and interactive web-based app to track the global fight against human trafficking. The new tool allows partner NGOs around the world to upload projects, photos and links; making it easy to see what organizations are doing to rescue, rehabilitate and reintegrate modern-day slaves, as well as stem demand.

Leading anti-slavery nonprofits including Free the Slaves, Polaris Project, Shared Hope International and International Justice Mission helped seed the map with their work. Icons distinguish the varied forms of modern slavery, such as forced labor, child soldiers or sex trafficking.

"The world map looks depressing when you flag it with the types of slavery that people endure in different countries," said Dr. Kevin Bales, co-founder and president of Free the Slaves. "But it can look quite hopeful when you also flag it with the frontline projects that are combating slavery around the globe."

Prior to the launch, participating NGOs posted over 80 projects in 30 countries. More actions are being uploaded daily.

Lauren Taylor, ESN's founder and president, said, "Our goal is to create the most comprehensive visualization of the movement's true scope, and by doing so foster greater coordination, cooperation and communication amongst all the members."

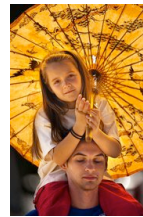
"Now that's a map with the kind of information I -- and others -- can use," said Jim Greenbaum, founder and managing director of The Greenbaum Foundation, and member of the Clinton Global Initiative (CGI). Mr. Greenbaum is attending CGI's annual meeting in New York City this week, where he is directing NGOs and other philanthropists to the website. "This is the tool we've all been waiting

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for."

As a free public resource, the project map can be viewed by anyone with access to the Internet.

"What's equally important about this initiative is that now we'll be able to see the gaps where the work isn't being done," said Amanda Kloer, a Director of Organizing for Change.org and Special Correspondent for CNN's Freedom Project. "As the anti-slavery movement gains momentum, this platform will help funders, activists, organizations and agencies use their resources wisely, instead of duplicating efforts. 27 million people are counting on it."

About End Slavery Now

End Slavery Now (ESN) is a Washington, DC-based nonprofit working to end modern slavery by developing a comprehensive Internet-based platform for growing and advancing the anti-trafficking movement that: integrates resources to allow members of the anti-trafficking movement to efficiently coordinate their respective efforts to combat slavery; allows information to be shared with, and resources directed toward, partners and other stakeholders; coordinates grassroots efforts through social networking and allows individuals to make meaningful contributions in the anti-trafficking movement. Since its founding in 2009, ESN has launched the ESN Take Action database and the New Underground Railroad, the world's largest database of volunteers, facilities and service providers working together to fight human trafficking. For more information, please visit www.endslaverynow.com.

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Norma Jean Almodovar

Stop conflating sex work with sex trafficking and you will have far more resources available to assist those who are truly victims. Consenting adults who engage in commercial sex are not victims and need to be left alone so that government resources can

help those in ANY field of labor who are forced to engage in such work: around the world, domestic servitude claims far more victims than so called sex trafficking, but we do not campaign to 'end the demand' for the services of housekeepers, maids, domestic servants, janitors, etc. While doing domestic service is not a job that I would want, I realize that there are other people who are willing to clean up feces, urine and vomit left by the general public in restrooms, hotel rooms etc. for minimum wage. We don't conduct sting operations to 'rescue' such individuals, nor do we incarcerate their employers unless the employer forces them into such labor, people like the Ukranian Botsvynyuk brothers who allegedly paid little or nothing to crews laboring 16 hours a day, and threatened to harm them or their families if they fought the demands. These trafficked victims worked at big box stores like Walmart, Kmart and other similar public places, being forced to work to enrich these brothers.

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