

SELAH**FREEDOM**

Bringing Light into the Darkness of Sex Trafficking



MEDIA GUIDELINES

About Selah Freedom

Selah Freedom is a national organization with the mission to end sex trafficking and bring freedom to the exploited through four strong programs: Awareness, Prevention, Outreach and Residential.

Selah Freedom confronts the issue of sex trafficking and is upheld as the model for how to effectively bring solutions to this population. Selah Freedom's Awareness Program has educated over half million people nationwide on the issue of sex trafficking and exploitation. Their Prevention Program equips parents, youth and those who work with them, with the tools they need to avoid being manipulated by a trafficker and successfully prevents girls and boys from being commercially sold. Our Outreach Program is active in the jail system and on the street and provides support groups, case management, and referral services to women currently in "the life", as well as a prostitution court diversion program. We partner with the FBI, the United States Attorney's Office, local law enforcement and the judicial system to successfully reach and rescue this population. We provide a nationally renowned Residential Program for survivors of sex trafficking that includes a personalized educational plan, job placement, trauma therapy, life skills, medical and legal assistance, and holistic restorative care. To learn more visit www.selahfreedom.com.

Mission Statement

Selah Freedom exists to end sex trafficking and bring freedom to the exploited.

Tag Line

Bringing Light into the Darkness of Sex Trafficking

Contact Information

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Social Media

Facebook @selahfreedominc

Twitter @Selah_Freedom

Instagram @selahfreedom

Found at www.SelahFreedom.com:

- Immediate Needs List
- History of the Organization
- Resources and Statistics
- Endorsement Quotes and Partnerships
- How to Get Involved
- Promotional Videos and Audio
- Upcoming Events
- Career Opportunities
- Description of Programs
- Survivor Victories
- Selah Freedom Board Listing
- Selah Freedom Financial Information

Key Facts and Statistics

- One out of three girls is sexually abused. One out of five boys is sexually abused.
- The average age of entry into sex trafficking is 12-14 years old for girls.
- Once in "the life," a trafficker will sell a girl 15-40 every 24 hours, for up to seven years.
- Sex trafficking is a \$32 billion dollar business.
- Florida is in the Top 3 State for Sex Trafficking
- Florida is the 2nd Most Active Region In The State
- Tampa Has More Strip Clubs Than Las Vegas
- Chicago is in the TOP FIVE cities in the nation for sex trafficking.
- Wisconsin is a major hub for sex trafficking, Milwaukee is known as the "Harvard" of Pimp School.
- The FBI labeled Chicago as one of 13 locations of "High Intensity Child Prostitution," and a 2003 New York Times report deemed Chicago as a national crossroads for human trafficking.
- With about 26 miles separating two international airports, major interstates and a high number of tourists who visit the city each year, Chicago can be considered a pimp's dream for trafficking women into sexual acts or forced labor.
- Before Selah Freedom, there were ZERO Residential Programs specifically for survivors of sex trafficking 18+ in Chicago.

Language

These standards have been developed so that language used by and for promotion of Selah Freedom is the most professional, consistent, coherent, and uniform for all forms of communication—printed, electronic, and so forth.

- Selah Freedom refers to those who have experienced sex trafficking and exploitation as a "survivor," never a "victim."
- Selah Freedom never describes youth identified as "at risk" for sex trafficking or exploitation as "promiscuous," "troubled," "delinquent," etc. Such labels associate blame with an innocent child. We use terminology such as "sex trafficking," and "exploitation," rather than "modern day slavery."
- Selah Freedom language should leave an impression of empowerment, hope, education and enlightenment to readers.

Images

Images used by, in association with or for promotion of Selah Freedom should reflect the reality of sex trafficking and exploitation in America. Images must not include false cliches such as:

- Chains
- Cages
- Words such as, "Help Me" written on a one's body
- Ropes

Images should encompass/showcase the following:

- | | |
|-------------------------|--|
| • Innocence | • Reality - Real Neighborhoods/Americans/Communities where this takes place; |
| • Justice | Not Sensationalized |
| • Empowerment | • Ethnic Diversity |
| • Joy | • Hope |
| • Overcoming/Resilience | • Shine light on this dark issue |

Logos

The Selah Freedom logo includes a musical rest symbol, which compliments the Hebrew translation of "Selah," meaning "pause, rest, reflect."

It may be displayed with or without the Selah Freedom Tagline, "Bringing Light Into the Darkness of Sex Trafficking."

Rules for using our logo:

- Only show the logo in Selah Freedom colors
- The logo may be shown stacked or horizontal
- Don't alter, rotate, or modify the logo.
- Don't accessorize the logo with extra elements like speech bubbles.
- Don't use previous versions of the logo.
- Selah Freedom must approve of all use of our logo
- To ensure the logo maintains its visual impact, do not stretch or shrink it
- Logo should always be a minimum of 1 inch with appropriate spacing surrounding the logo
- Use eps. extensions for commercial printed materials
- Use jpg. extensions for on-screen viewing

Primary Logos



Secondary Logos



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