



Being silent about human trafficking is not an option.

Modern-day slavery is a crime against humanity and the fastest-growing criminal industry in the world—generating \$150 billion annually and enslaving more than 40 million people in 167 countries. A 2018 report by the Global Slavery Index estimated that more than 400,000 people in the United States work in forced labor, sexual servitude or forced marriages. COVID-19 has now exacerbated the issue, with traffickers preying on vulnerable individuals amidst high unemployment, and shelter-in-place orders.

For the past three seasons, Strike Out Slavery (SOS) has teamed up with Major League Baseball teams and players across the country to raise awareness about human trafficking.

Now with COVID-19 cutting the MLB season short and requiring games to be played in empty stadiums, Strike Out Slavery has had to rethink its approach of educating baseball fans through in-stadium activations. So this year, SOS is bringing the conversation about modern-day slavery directly to MLB fans and the greater public via a radio PSA campaign.

In partnership with the Entertainment Industry Foundation, the “Freedom is Everything” campaign kicks off in October and features **Deidre and Albert Pujols, Major League Baseball player for the Anaheim Angels**, encouraging people to learn more about human trafficking and support organizations fighting against it. In addition to drawing attention to the pervasive issue of human trafficking, the PSA campaign drives the public to strikeoutslavery.com to find resources and connect with national organizations that provide support to victims and work to end human trafficking.

For more information on this campaign, please visit www.strikeoutslavery.com.