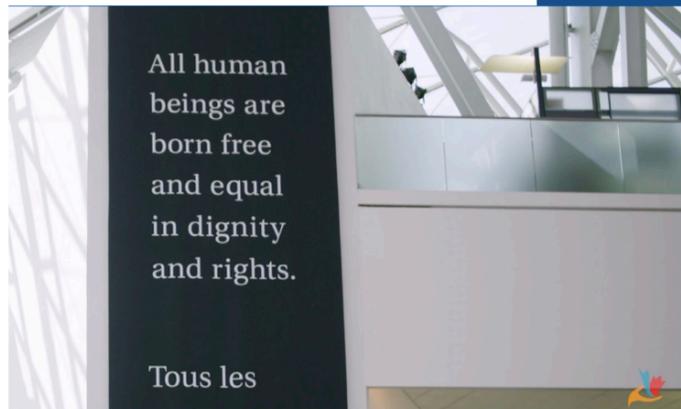


The National Human Trafficking Education Centre is now live and helping survivors and their families recover, as well as providing free and fee-based programs to all who play a role in the prevention and intervention of human trafficking, including teachers, parents, front-line responders, and all Canadians. Access to resources, information and programs are available through the Centre's portal. A free course for parents is also available.

Janet Campbell, President and CEO of the Joy Smith Foundation says, "This is a significant day in Canada's fight against human trafficking because with the opening of the National Human Trafficking Education Centre, we are sending an important message that together, we can prevent this heinous crime and help survivors and families across the nation to heal."

"It's not too late for anyone to choose hope – there is hope out there if you reach out."

- Angelina Bear, Human trafficking survivor and awareness advocate.



NATIONAL HUMAN TRAFFICKING EDUCATION CENTRE LAUNCH

Survivors, celebrities and community leaders join hundreds of Canadians for a game-changing event in the fight against human trafficking



Human trafficking is one of Canada's fastest growing crimes and the Joy Smith Foundation is fighting back with the launch of the National Human Trafficking Education Centre, the country's first and only online education centre dedicated to comprehensively addressing human trafficking on a national scale.

Hundreds of supporters from across Canada logged in to witness the opening of Centre, which was praised as a game-changing event in the fight to end human trafficking. The online event on October 28, 2021 featured a number of special guests including survivors, police officers, community leaders, several of Canada's favourite music artists - like Paul Brandt, Robb Nash and Steve Bell, the Honourable Peter MacKay and others who delivered empowering messages from across the nation.

The Joy Smith Foundation, widely considered Canada's leading authority on human trafficking, will oversee the Centre and develop all course content. Following a mission to end human trafficking, the key goal is to build awareness of the issue and educate Canadians on the signs to look for and the steps to take to keep family members, friends and neighbours safe.

Survivor, Nicole Hunter said, "I am so honoured to put my personal endorsement behind the opening of the Education Centre because I believe so strongly in what it represents, in the tools it is giving people – not just survivors like me – but parents who want to keep their children safe and protected. It is an absolute game-changer in the fight against human trafficking."

How You Can Help End Human Trafficking

As we enter the busy holiday season and look towards the end of 2021, we invite you to consider a year-end gift to the Joy Smith Foundation. Your support is essential to helping us continue to fight against human trafficking in Canada, and to help survivors and their families heal and find hope for a brighter future.

There are a number of ways to donate and make a difference:

- Make a one-time donation
- Consider becoming a monthly Friend of Foundation with a dedicated gift each month
- Donate to our Christmas Hamper program that will provide hope to survivors and their families
- Support the National Human Trafficking Education Centre course development



Simply go to our website at joysmithfoundation.com to learn more and make a donation.



"I am a proud supporter of the Joy Smith Foundation. Unlocking assumptions and sorting out myth and fact to bring an end to human trafficking is not a small undertaking. Thankfully, survivors have stood their ground, shown us what resilience really looks like and shared difficult stories that inspire hope and drive us to do more. The National Human Trafficking Education Centre is built with this inspiration and will reach thousands of people in Canada."

- Gord Perrier
M.O.M., MLShip & Mgt (Policing & Security), SHRM-SCP, Risk & Security Professional, (ret.) Deputy Chief of Police, Winnipeg Police Service



"We nice Canadians think that human trafficking really isn't a problem here. It's a huge problem here and the lives it impacts, just like overseas, are devastated. We have a wonderful tool now in the National Human Trafficking Education Centre. The tools there are valuable to us in protecting our young people. It is well worth going to this Centre and learning about the problem we have."

A society such as Canada is judged on how it protects it's most vulnerable and in the National Human Trafficking Education Centre, we have been given a huge tool to protect those vulnerable, those so easily manipulated by the industry of human trafficking."

- Brian McConaghy
Founder of Ratanak International, Former RCMP Forensic Scientist



"Joy's efforts are making a difference and her spirit of collaboration and leadership is helping Canadians to take a stand against this issue. We believe that shedding a light on this issue and educating ourselves and others is a great step towards ending this crime."

- Paul Brandt
Canadian Country Music Artist, Slight Music Humanitarian Award, Founder of Not in My City movement



"The National Human Trafficking Education Centre is a real game-changer. Education is power. Education and awareness can also be the one thing that will help protect young girls from being recruited and lured. Miigwech Joy Smith for the National Human Trafficking Education Centre."

- Diane Redsky
Executive Director of the Ma Mawi Wi Chi Itata, Strong Advocate for Indigenous Children's and Women's Issues, Subject Matter Expert on Human Trafficking



"This is a welcome addition to the battle against exploitation and abuse happening currently in Canada. It's an extraordinary initiative to engage more people against this insidious threat to our children and families everywhere. The National Human Trafficking Education Centre has a wealth of information to share on the prevention of human trafficking and the network and vital interventions that can help when a young person is targeted or has gone missing. I highly endorse the good work of the Joy Smith Foundation."

- Honourable Peter MacKay
Former Minister of Justice and Attorney General, Minister of National Defence, and Minister of Foreign Affairs



"The National Human Trafficking Education Centre has a goal of educating Canadians, youth, parents, communities, courts on the crime of human trafficking and the impact of. It's so important to teach that human trafficking is not a victimless crime, it is a crime of power, control for the purposes of money and what we need to do is make our community safe for our children and thank you to Joy for her work in this area."

- Gerry Kerr, Former RCMP Officer
Actively involved in the investigation of child abuse exploitation, human trafficking, and sex assault complaints



"I have found that my personal education has been a real eye opener and has been the key to being involved in trying to battle to end the trafficking of people. To me education is key, and the National Human Trafficking Education Centre provides an opportunity for everyone to become aware of the vulnerabilities and damage done to the people who are being trafficked."

- Ron Evans, Former Grand Chief of the Assembly of Manitoba Chiefs, Former Chief of the Norway House Cree Nation, Strong Advocate and Leader in Indigenous Community



"I am so excited to hear that the Joy Smith Foundation is now launching Canada's National Human Trafficking Education Centre. I am excited to see what it's going to do in Canada and how it is going to shape the next decade in our fight against human trafficking and how that knowledge and equipping people with what they need to know to end human trafficking in their communities and how to protect their kids is going to make a difference."

- Joel Oosterman
Director of Policy and Communications at the House of Commons, Former Chief of Staff for former MP Joy Smith



"The National Human Trafficking Education Centre is a critical, important initiative that has been long overdue and is much needed in this country. The Joy Smith Foundation is the ideal organization to serve as the umbrella group to launch the NHTEC. We trust Joy Smith, we don't think there is anybody who is more knowledgeable, more effective, more passionate about this issue and we are very grateful that their Foundation is taking on this big challenge."

- Gail Asper, Canadian Philanthropist, Corporate Lawyer, and Bilingual Advocate for Human Rights, President and Trustee of The Asper Foundation, Brought The Canadian Museum for Human Rights to Winnipeg



"By making it virtual, Joy has opened this up to the world. This training centre will provide invaluable support and knowledge to communities and individuals and families across the country, and we know that knowledge is power and that is what Joy Smith is making available. Empowerment for women and girls. Empowerment for families."

- Megan Walker, Former Executive Director, London Abused Women's Centre



"It is a privilege and an honour to endorse the National Human Trafficking Education Centre. Human trafficking is a huge plight in our country and this education centre will help build upon one of the greatest blocks we have to end human trafficking, and that is education. We can be destroyed for lack of knowledge. Informing young people in our culture will open the eyes as to how they can be prevented from falling into the trap of human trafficking."

- Paul Boge
Professional Engineer at Boge & Boge, Author of "The True Story of Canadian Human Trafficking", Strong Advocate to End Human Trafficking



"To me, this is a great step forward, it's a great tool and I believe are best defense to combatting human trafficking, not only in our own communities but also in our country and beyond. Thank you for creating this. Take the time to educate yourselves. It's going to make us all better."

- Sheldon Kennedy, Former Professional Canadian Hockey Player, Co-Founder of Respect Group Inc.



"This will be a hub of information and education so that we can deal with it (Human Trafficking) head on, and proactively rather than retroactively where now you're dealing with woundedness at a deep level. The more we can get it in front of it, the more we can alleviate ourselves of our comfortable naivety. To prevent in the first place is vital."

- Steve Bell, Storyteller and Songwriter



"Young people face a lot of things but having talked with hundreds and thousands of teenagers, I don't know of a more serious thing that somebody goes through physically, emotionally, mentally, spiritually than having been trafficked. The fact that this will be online will be able to prevent so many tragedies. I am so thrilled our Country will have access to this. Thank you for all that you are doing."

- Robb Nash, Musician and Motivational Speaker, Recipient of Order of Manitoba

Missed the event? You can catch the National Human Trafficking Education Centre launch online at:

joysmithfoundation.com/launch-event/