



Martha Salazar <martha.salazar@co.hidalgo.tx.us>

Fwd: "Can You See Me" Anti - Human Trafficking Campaign Press Conference: Friday, November 22, 2019 at 10:00 am

1 message

Josephine Ramirez <josephine.ramirez@da.co.hidalgo.tx.us>
To: Martha Salazar <martha.salazar@co.hidalgo.tx.us>

Fri, Feb 21, 2020 at 3:01 PM

Here is some additional information about the collaborative efforts of this office.

Josephine Ramirez Solis

Assistant Criminal District Attorney

Chief - Civil Division

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Hidalgo County, Texas

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----- Forwarded message -----

From: **Rosa Martinez** <rosa.martinez@da.co.hidalgo.tx.us>

Date: Fri, Feb 21, 2020 at 2:47 PM

Subject: Fwd: "Can You See Me" Anti - Human Trafficking Campaign Press Conference: Friday, November 22, 2019 at 10:00 am

To: Josephine Ramirez <josephine.ramirez@da.co.hidalgo.tx.us>, sendejo, ramiro <ramiro.sendejo@da.co.hidalgo.tx.us>

----- Forwarded message -----

From: **Ricardo Rodriguez** <ricardo.rodriguez@da.co.hidalgo.tx.us>

Date: Wed, Nov 20, 2019 at 5:42 PM

Subject: "Can You See Me" Anti - Human Trafficking Campaign Press Conference: Friday, November 22, 2019 at 10:00 am

November 20, 2019

Good afternoon,

Please accept this invitation to attend and participate in the "Can You See Me" anti-human trafficking prevention campaign kick-off and news conference hosted by Texas First Lady Cecilia Abbott. The event will be held at 10 a.m. on Friday, November 22, 2019, at Expressway 83 and South 29th Street in McAllen, Texas.

Our office has joined forces with Mrs. Abbott, the Rio Grande Valley Anti-Human Trafficking Taskforce, A21, and the Outdoor Advertising Association of Texas to launch this campaign, which is designed to equip the public to recognize indicators of human trafficking and report suspicious behavior to dedicated hotline telephone numbers.

We consider you a valued partner in our continued collaboration to combat human trafficking as well as in supporting victims, and it would mean a great deal to me to see all our municipalities, law enforcement agencies, and anti-human trafficking support organizations join us in this important campaign. We are very appreciative of your partnership and value the opportunity to continue working together to educate the public about human trafficking. Your presence at this event will send a strong message that we stand in unity against human trafficking.

Again, I thank you for your continued support and collaboration and sincerely hope you will join our efforts to help us spread awareness of human trafficking. Please see the attached news release for additional information.

If you have any questions, please feel free to contact Ms. Rosie Martinez, Victims Unit Director, at (956) 292-7616, extension 8252.

Sincerely,

Ricardo Rodriguez, Jr.,
Criminal District Attorney
Hidalgo County, Texas
100 East [Cano, 2nd Floor](#)
[Edinburg, TX 78539](#)
(956) 292-7600
(956) 292-7623, fax

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CanYouSeMe Press Release McAllen.docx

128K

10:00 – 10:30a.m, Friday, November 22, 2019
SS Exp 83 250' W/O S. 29th St, McAllen, Texas
<http://resources.lamar.com/PublishedProposals/4147025>

The Rio Grande Valley Anti-Human Trafficking Task Force joins forces with A21, Outdoor Advertising Association of Texas, and Texas First Lady Cecilia Abbott to launch bold anti-human trafficking awareness campaign *Can You See Me?*



This multi-media campaign will highlight the realities of human trafficking in the U.S.

***Can You See Me?* launch event to take place at SS Exp 83 250' W/O S. 29th St, McAllen, Texas**
<http://resources.lamar.com/PublishedProposals/4147025>

Friday, November 22 at 10 AM

A new approach in the fight against modern-day slavery launches in McAllen, TX this week, as global anti-human trafficking organization [A21](#), in partnership with the Outdoor Advertising Association of Texas and Texas First Lady Cecilia Abbott, activates a statewide media campaign entitled [Can You See Me?](#). Designed to equip the public to recognize indicators of human trafficking and report suspicious behavior to dedicated hotline numbers, the public awareness campaign is anticipated to reach tens of millions of commuters and will run until October 2020.

[Can You See Me?](#), a series of billboards that depict scenarios of the most common forms of human trafficking, will be displayed in public spaces and transportation hubs across more than 70 Texas markets starting fall of 2019. The campaign will urge members of the public who suspect human trafficking activity to call the Polaris National Human Trafficking Hotline and National Center of Missing and Exploited Children. In addition, First Lady Cecilia Abbott will be featured on radio PSAs educating the public on human trafficking on iHeartRadio stations during the next year.

“This statewide anti-trafficking awareness campaign is one we hope will be replicated by other states across the U.S. and the world,” said Christian Elliot, Global Development Director of A21. “We’re grateful to our partners, the Outdoor Advertising Association of Texas and First Lady Cecilia Abbott, who are taking *Can You See Me?* to the next level in McAllen. We know this global campaign translates to real impact on the ground

wherever it runs, and we've seen spikes in hotline activity and victims identified and assisted as a direct result."

Anyone who suspects human trafficking activity should call the Polaris National Human Trafficking Hotline on 1-888-373-7888 or the National Center for Missing & Exploited Children at 1-800-THE-LOST.

Press launch

Members of the press are invited to attend the campaign launch event, to be held at 10 AM on November 22. Task Force members and advocates will be available for interview. See the press contacts below for more information.

Rio Grande Valley Anti- Human Trafficking Taskforce

The mission of the Rio Grande Valley Human Trafficking Coalition is to support and enable the discovery of and response to incidents of human trafficking through a victim centered, multidisciplinary, and collaborative effort. 2.) Identify and rescue victims of human trafficking and 3) to proactively investigate, identify, apprehend and prosecute those engaged in human trafficking.

About A21

A21 is a global nonprofit organization determined to eradicate human trafficking through awareness, intervention, and aftercare. Currently operating in 12 countries, A21 aims to combat modern-day slavery through a multi-dimensional operational strategy: Reach, Rescue, and Restore. Through partnerships and the efforts of supporters all over the globe, A21 truly believes that a multitude of victims will be identified and assisted, and perpetrators will be brought to justice. A21.org

About *Can You See Me?*

Can You See Me?' exists to bring awareness of the millions of women, men and children who are currently trapped in slavery across the world. By partnering with law enforcement, governments, businesses and NGOs, A21's goal is to turn awareness into action. A21.org/CanYouSeeMe

Press contact:

A21 Executive/Press

info@A21.org