



## PRESS RELEASE

### NATIONAL CAMPAIGN

„The Right to Labor is YOURS! Do Not Sell to the Traffickers!!!”

Bucharest, July 29, 2010

Cultural Center of the Romanian Ministry of Interior

CARITAS BUCHAREST Association and its French partner Secours Catholique - Caritas France, the Ecumenical Association of the Churches in Romania – AIDRom, in cooperation with the BUCHAREST Regional Center of the National Agency against Trafficking in Persons - ANITP, initiate on Thursday, July 20, **the National Prevention Campaign under the slogan ‘The Right to Labor is YOURS! Do Not Sell to the Traffickers!!!’ addressing the labor exploitation!**

Human trafficking prevention and combating continues to stay as a major priority on the world and EU agenda, while the diversity of the phenomenon requires new approaches of the efforts and fight against it.

This campaign brings together the efforts of governmental and non-governmental institutions and tries to respond the need of information concerning the risks of labor trafficking.

The core message of the campaign is: ***Human trafficking represents a serious violation of human rights which affects integrity and dignity of human being.***

The campaign is to be implemented for 2 months – **August 1<sup>st</sup> – September 30<sup>th</sup>**, a summertime interval when the young graduates and unemployed are willing to accept any seasonal job offers, lacking the correct minimum information about it.

#### Rationale:

- Increase of human trafficking, especially by labor exploitation;
- Increased risk of labor exploitation due to the lack of jobs;
- Current social - economic context generated by the economic crisis;
- Increase of migration flows (internal and external);
- Increased number of young people on the seaside during the summer holiday;
- August – September is the interval when young graduates search for jobs;

#### Target groups:

- Young graduates
- Unemployed and people looking for (seasonal) jobs and / or in risk of losing their jobs;

Throughout the two months we'll keep you updated by campaign follow up with pictures and feedback from the beneficiaries.