

# MAKE THE CALL, SAVE LIVES.

*End human trafficking.*

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## HUMAN TRAFFICKING IN THE NEWS

### Sex trafficking: misinformation isn't helping anyone

Asis International -- A recent social media video mischaracterized potential human trafficking indicators, presenting misleading and inaccurate information about situational threats. While personal safety awareness is critical, the content conflated unrelated scenarios with genuine trafficking risk factors, potentially undermining efforts to educate the public about actual human trafficking warning signs. [Click here](#) to read more.

### TAT's new corporate video highlights the realities of human trafficking in Canada

Ontario Trucking Assoc. -- In January, TAT released its newest resource: a corporate training video that recognizes that all employees, from HR professionals to salespeople, administrative staff to executives, marketing professionals to logistics team members, have a role to play in the fight to end human trafficking ... This new film, which features testimony from three survivors, including Canadian survivor and advocate Karly Church, will help corporate employees understand the intersections with both sex and labor trafficking where they live, work or travel, and will give them the tools to know what to look for and what to do if they ever suspect it. [Click here](#) to read more.

### Migrant workers to receive over \$500,000 from company accused of exploitative labor practices in Savannah

SAVANNAH, Ga. (WTOC) - The federal government has sided with dozens of migrant workers after they accused Egreen Transport Corporation, which operates in Savannah, of exploitative labor practices. Last year, WTOC Investigates exclusively spoke with over a dozen Chinese nationals, and eventually Latino migrants, that came to Savannah to work at Egreen Transport Corporation, a logistics company. They claimed the company forced them to work long hours and never paid them. [Click here](#) to read more.

# HELP TAT RAISE \$25,000!

The Trucker's Network is generously donating \$10\* for every new download of the TAT app in March and April.

Support TAT's mission and further our impact by helping us reach 2,500 TAT app downloads!

[Download the TAT App](#)

\*up to \$25,000

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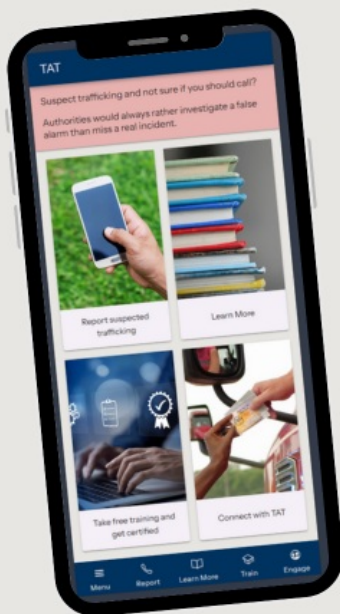
**Already have the TAT app?**

Spread the word on social media (and tag us @tatnonprofit)!

As a significant next step in their TAT sponsorship, which began in January, The Truckers Network (TTN) is sponsoring a \$25,000 fundraiser for TAT from March 1-April 30, to increase downloads of the TAT app.

The goal for the fundraiser is 2500 new downloads. As an organization, TTN expressed their pride in standing with TAT in their mission to combat human trafficking ... "By sponsoring TAT's efforts to increase app downloads, we hope to empower drivers with the tools to make a real difference on the road. Together, we drive change!"

The fundraiser will be publicized throughout TTN's network, TAT's network, and at both the TAT and TTN booths at the Mid-America Trucking Show at Louisville, Kentucky, March 27-29, with prize drawing opportunities there as well. The prize package will include a 1:64 scale diecast model of TAT's mobile exhibit, the Freedom Drivers Project, as well as a YETI Roadie 32 Wheeled Cooler filled with TAT and TTN swag items.



Laura Cyrus, TAT senior director of industry Training and Outreach, said, "We know that matching grant campaigns typically excite our donors and add a level of urgency to their giving. With this campaign, thanks to our partners at TTN, TAT supporters don't even need to open their pocketbooks; they just need to pull out their phone and download the TAT app!"

Continuing, she added, "Our team hopes this campaign will not only encourage folks to download the app to help TAT acquire funds but also to see its real value as a resource and reporting tool. We know if more folks can be equipped with red flags at their fingertips and information about the best numbers to call to report trafficking in their area, lives will be impacted! So, if you haven't yet downloaded the TAT app, please do that right away. You can go to any app store to download the free app or [click here](#). Thanks to TTN for being willing to partner with us on this effort."

## TAT attends the American Bus Association (ABA) Marketplace

TAT team members Lexi Higgins and Louie Greek traveled to Philadelphia at the beginning of February for the American Bus Association's (ABA) 2025 Marketplace. It was the association's 46th annual gathering of "the best in the group tour, travel, and motorcoach industries."

In addition to manning an exhibit booth for the duration of the event, Higgins, TAT's director of Industry Engagement (transit, motorcoach, school transportation), presented on the Marketplace floor as part

of the ABA's "Education Bites" presentation series. Higgins commented that as the last time TAT exhibited at ABA was 2020, "it was exciting to share all of the new and updated resources that have been developed for the bus industry since then, reconnect with longtime supporters and meet new potential motorcoach partners."



*ABA Chair Terry Fischer and ABA President/CEO Fred Ferguson stopped by the TAT booth at the ABA marketplace to visit with TAT Training Specialist Louie Greek and Director of Industry Engagement for Transit, Motorcoach and School Transportation Lexi Higgins. (L to R) Greek, Higgins, Fischer and Ferguson*

(Photo credit: American Bus Association)

She added, "Whether a company operates scheduled line runs, tour and charter services or even school/after-school transportation, they have a role to play in this fight, and we have specific resources for them. And, going forward, we'll continue to explore ways we can partner in meaningful ways with ABA and its various councils, including the Bus Industry Safety Council and Women in Buses Council."

Senior Operations Manager Anthony Tkaczuk for Starr Bus Charter and Tours stated, "I would like for myself and my driving team to do our part in getting the word out about what TAT is all about and continue to raise awareness on human trafficking. I am an advocate and firm believer that we need to all unite together and do our part whenever and wherever we can."

Ben Rome, director of ABA's Communication and Brand, stated, "Our partnership with TAT (Truckers Against Trafficking) is a critical part of our shared commitment to ending human trafficking. By equipping bus and motorcoach operators with the tools to recognize and report trafficking, we aim to create a safer future. We hope to continue growing this vital collaboration in the future, expanding awareness, and empowering industry leaders to take action in every community they serve."

## **TAT and Bridgestone co-present at the Tire Industry Association's (TIA) Off-the-Road Tire Conference**

TAT Executive Director Esther Goetsch and Deborah Hamlin, current president of the TIA and director of Bridgestone Commercial Dealer Network, Bridgestone Americas, Inc., co-presented on human trafficking and the critical role the transportation industry and dealerships can play in the fight against it at TIA's annual Off-the-Road (OTR) Tire Conference in Puerto Rico, Feb. 19-22.

The conference brings together leaders in the OTR and construction tire markets to exchange ideas and network with suppliers and manufacturers. Each year, attendees comprise a "who's who" of tire and equipment manufacturers, suppliers and dealers who service the largest tire and wheel assemblies on earth.

In a breakout session titled *TAT and Bridgestone: Partnerships Leading the Way in The Fight Against Human Trafficking*, Goetsch and Hamlin described the partnership between Bridgestone and TAT and gave concrete steps conference participants can take to join in the fight. Goetsch provided a 45-minute presentation on what human trafficking is, who TAT is, the intersections between human trafficking and the trucking and bus industries, and how those in the room can



engage by training employees, becoming points of distribution points for TAT materials and encouraging clients and customers to join the fight. The session was attended by approximately 50, including the CEO of TIA Richard Gust and his wife. In the Q&A portion of the session, attendees shared enthusiasm for hearing this message for the first time, and TAT's current partners, McCarthy Tires and Poms Tires, also shared the impact of the work on their companies.

Hamlin said, "The intersection of human trafficking awareness and the tire industry starts with awareness. By bringing that awareness to the 70th Annual Off the Road Tire Conference we started the process, as well as provided a call to action for those in the transportation industry. These meaningful partnerships expand the ecosystem and will strengthen the army of those combating human trafficking."

"It was a wonderful opportunity to connect with existing partners within the tire industry as well as meet many companies that are new to TAT," commented Goetsch. "Our session was incredibly well received, with several new commitments made and exciting new partnerships formed, all to spread more awareness within the tire industry and the communities and clients they serve. We are grateful to TIA and Bridgestone for sharing this platform with TAT to get the message out."



The graphic features a background image of a golf course with a golf bag in the foreground. On the left, there is a logo for 'LINEHAUL SUMMIT' consisting of a stylized mountain peak icon and the text 'LINEHAUL SUMMIT'. To the right, the text reads 'You're invited!' followed by 'LINEHAUL NEWS CHARITY FUNDRAISER: GOLF SCRAMBLE AND DINNER'. Below this, it states 'All proceeds will benefit TAT!' and lists the event details: '8:30 a.m. - Golf Scramble', '7:00 p.m. - Charity Dinner', and 'Dallas, TX'. A vertical line separates these details from the date 'APRIL 23, 2025'. At the bottom, it says 'Linehaul Summit - April 23-25, 2025 at the Irving Convention Center' and 'Register today! Click on this graphic to go to the registration page.'

## CALENDAR OF EVENTS

- March 1** – UPS Rodeo, Ontario, CA
- March 5** – Fleet Safety Leadership Council Winter Conference, Tampa, FL
- March 5** – Women in Oil and Gas Association, International Women's Day, Denver, CO
- March 6** – LegalShield Combating Human Trafficking webinar, virtual
- March 6** – Toledo Trucking Association Health and Safety Conference, Toledo, OH
- March 13** – Atlas Van Lines Network Operations Conference, Dallas, TX

- March 15** – Travel Centers of America Junction Briefing, Commerce City, CO
- March 17-18** - New Mexico Transit Association 2025 Conference and Expo, Bernalillo, NM
- March 19** – Enbridge and TC Energy, Human Trafficking Awareness webinar, virtual
- March 25** – Atlanta Coalition Build, Atlanta, GA
- March 27-29** – Mid-America Trucking Show, Louisville, KY



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BOOTH 90100

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Inside booth: #38618

Outside booth (with Freedom Drivers Project mobile exhibit): #90100

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