

Media Release

United Way Simcoe Muskoka
1110 Highway 26, Midhurst, Ontario L9X 1N6
UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

April 23, 2024

United Way's Real2Reel Film Festival Presents "Traffick on 401"

Documentary Film Festival to make a stop in Bracebridge with screening of human trafficking documentary

Bracebridge, ON, April 23, 2024 – United Way Simcoe Muskoka has announced the upcoming screening of "Traffick on 401" as part of its Real2Reel Film Festival. The documentary film series, which launched its second season with a screening of "Four Feet Up" in Collingwood in March, is presented by Enbridge and the RBC Foundation.

"Human trafficking is an issue that hits closer to home than many of us would like to believe," says Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka. "It is estimated that 65% of incidents of human trafficking across Canada occur right here in Ontario."

"Traffick on 401" shines a light on sex trafficking in Ontario. In the film, Victoria Morrison, a survivor of sex trafficking from Windsor, courageously shares her harrowing journey. Victoria's story is rounded out by insights from local advocates and law enforcement officials.

The film is being presented at Theatre Muskoka in Bracebridge, followed by a panel discussion that will engage local advocates to foster dialogue on this complex issue.

"By sharing stories like Victoria's, it is your United Way's hope that we can reduce stigma and raise awareness of complex issues such as human trafficking in our communities," added Shelley.

Tickets are available at uwsimcoemuskoka.ca/real2reel-film-festival

The Real2Reel Film festival also has upcoming screenings planned for Barrie and Midland. Be sure to follow United Way Simcoe Muskoka's social media accounts to stay up to date on upcoming screenings.

When: June 6, 2024 – 6:30-9:30pm

Where: Theatre Muskoka, 100 Clearbrook Trail, Bracebridge, ON P1L 0A3

Who: This event is open to the public. Tickets are \$5.

Tickets: [Traffick on 401](#)

-30-

About United Way Simcoe Muskoka

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more go to <https://uwsimcoemuskoka.ca/>

Photo cutline: Traffick on 401 promotional image

Media Inquiries

United Way Simcoe Muskoka
Deborah Neary
Marketing & Communications Specialist
(647) 545-9703
dneary@uwsimcoemuskoka.ca