

Media Release

United Way Simcoe Muskoka
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UWSimcoeMuskoka.ca



FOR IMMEDIATE RELEASE

October 22, 2024

United Way presents encore screening of “Traffick on 401”

Human trafficking documentary to be shown at the Innisfil ideaLAB & Library

Innisfil, ON, October 22, 2024 – United Way Simcoe Muskoka is featuring an encore presentation of the powerful documentary “Traffick on 401” as an extension of its successful Real2Reel Film Festival during the Town of Innisfil’s Crime Prevention Week. The documentary series, presented by Enbridge and RBC Foundation, continues its mission of raising awareness about complex social issues through film.

“Human trafficking isn’t just a distant concern-it affects our communities in ways we can’t afford to ignore,” 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” focuses on the alarming problem of sex trafficking in Ontario. The documentary features the story of Victoria Morrison, a survivor of sex trafficking, who courageously shares her personal journey.

The film is being presented at Innisfil ideaLAB & Library in Innisfil, to be followed by a panel discussion that will engage local advocates to foster dialogue. Panelists to include representatives from Victim Services Simcoe County, My Friend’s House, and South Simcoe Police Service.

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

When: November 5, 2024 – 6:30-8:30pm

Where: Innisfil ideaLAB & Library, 967 Innisfil Beach Rd, Innisfil, ON L9S 1V3

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

Tickets: <https://www.eventbrite.com/e/traffick-on-401-human-trafficking-documentary-screening-panel-discussion-tickets-1047927398057?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=ebdsshcopyurl>

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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 outline:

Media Inquiries

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