



**FOR IMMEDIATE RELEASE**

January 22, 2024

**MEDIA CONTACT**

Katie Amodei

425-280-3347, [katie@bestalliance.org](mailto:katie@bestalliance.org)

**Not Alone Awareness Campaign Launches in City of Bellevue  
to Assist Human Trafficking Survivors**

**BELLEVUE, Wash.** – Human trafficking is a crime that often goes unseen, but it silently harms countless individuals in the local community. That’s why the nonprofit Businesses Ending Slavery and Trafficking ([BEST](#)) is taking a bold step to raise awareness to help prevent human trafficking in Bellevue, thanks to two special grants. BEST is launching the [Not Alone](#) campaign in Bellevue to help survivors of human trafficking get connected to the help they need to escape a life of exploitation.

Hundreds of multi-lingual signs are being placed inside public restrooms and in highly traveled locations throughout the City of Bellevue’s facilities, social service agencies, and in Bellevue businesses. The *Not Alone* campaign is being launched in January in honor of National Human Trafficking Awareness Month, but signage from the campaign will continue to be displayed throughout 2024. The *Not Alone* campaign is funded by a grant from the City of Bellevue’s Human Services Program, which supports underserved residents of Bellevue, as well as a grant from the TEGNA Foundation’s Community Grant Program which serves communities where TEGNA provides news coverage.

Human trafficking is a hidden crime that often goes unnoticed and receives limited public awareness focus or media coverage. Traffickers prey on vulnerable people, exploiting them for immense profit. Bellevue is not immune to this crisis. By increasing awareness about the issue of human trafficking, BEST’s *Not Alone* campaign in Bellevue is shining a light on this dangerous problem, encouraging victims to break their silence, and increasing the awareness of community members in Bellevue.

“In Washington, we have effective tools to help survivors escape human trafficking and re-build their lives. But all too often, victims of human trafficking do not know where to turn,” explains Kirsten Foot, PhD, CEO & Executive Director for Businesses Ending Slavery and Trafficking. “This year the *Not Alone* campaign in the City of Bellevue will make a big difference in putting those tools to greater use by effectively getting information out to victims to help them connect with local resources and receive help.”

The messaging on the multi-lingual *Not Alone* signs encourages victims and bystanders to connect with the National Human Trafficking Hotline, which can be contacted via phone, text, or QR code. The hotline is staffed 24/7/365 and callers can be connected with local social service resources in Bellevue, or the Bellevue Police Department if a law enforcement response is requested.

Public awareness campaigns play a pivotal role in identifying and combating human trafficking. By increasing awareness in the community about human trafficking, more victims can receive help, and more Bellevue residents can become the first line of defense against this heinous crime. The more aware people are, the better equipped they can become to put an end to abuse and exploitation.

###

**About Businesses Ending Slavery and Trafficking (BEST)**

Businesses Ending Slavery and Trafficking (BEST) is a Seattle-based nonprofit organization with the mission to educate employers to prevent human trafficking and create pathways to employment for survivors. BEST is the first organization in the country dedicated entirely to working with employers to disrupt human trafficking. BEST has provided consultation and training to hundreds of employers on how to prevent human trafficking. For more information visit [www.bestalliance.org](http://www.bestalliance.org).