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Press Release

FOR IMMEDIATE RELEASE

July 17, 2024

## Miami Beach Raises Awareness of Human Trafficking

— The city's Red Sand event will be held on Saturday, July 27 —

**Miami Beach, FL** — The City of Miami Beach through its Human Rights Committee will host a Red Sand event on **Saturday, July 27 from 5-7 p.m.** The event will be held at Pride Park to raise awareness on the plight of human trafficking victims and will bring together community resources to address the issue on a local level.

Miami Beach Vice Mayor Laura Dominguez and Commissioner Alex Fernandez are expected to deliver remarks at Pride Park (1809 Meridian Ave.) as well as the State Attorney's Office, Miami Beach Police and a survivor of human trafficking.

"Human trafficking is believed to be a \$150 billion global scourge that involves not only sexual exploitation, but forced labor used in industries like hospitality and construction," Vice Mayor Dominguez explained. "This event is a crucial step towards raising awareness and mobilizing our community to shed light on the often-hidden realities of trafficking."

The event is part of the Red Sand Project, started by artist and activist Molly Gochman in 2014 as a participatory art project of Art Basel Miami Beach. Red Sand events are marked by a symbolic gesture of depositing biodegradable red sand along sidewalk cracks to represent trafficking victims who have fallen through the cracks of society.

"By fostering a network of support and education, we can effectively combat trafficking and ensure that survivors receive the assistance they deserve," added Commissioner Fernandez. "This event is an opportunity for our community to demonstrate our commitment to protecting human rights and dignity."

The following organizations are expected to attend: 2 Million Children, Aqua Foundation, Homeland Security Investigation Office in Miami, Kristi House, More Too Life, Pridelines, The Women's Fund Miami-Dade, Rooted in Her, TransSocial, Tree of Life, United Abolitionists, Unity Coalition, Unity on the Bay and USF TiP Lab.

Refreshments will also be available.

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WHAT: Miami Beach Red Sand Event

WHEN: Saturday, July 27 from 5-7 p.m.

WHERE: Pride Park, 1809 Meridian Ave.

*To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons*

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