

#not in my city



Flair Airlines Partners with #NotInMyCity to Deliver Human Trafficking Awareness Learning Program to Airline Employees

The two organizations are working together to help disrupt human trafficking and sexual exploitation in our airports and skies

EDMONTON (December 13, 2021) – Flair Airlines has embarked on a new educational program for employees in collaboration with [#NotInMyCity](#) that will equip Flair team members with skills to identify and help end human trafficking.

Founded by country superstar Paul Brandt, #NotInMyCity is raising awareness and taking collective action to prevent, disrupt and end sexual exploitation and trafficking, focusing on children and youth. In the transportation sector, #NotInMyCity is a leading partner who is helping address human trafficking across several sectors in Canada, including the aviation industry.

The program is providing all Flair Airlines employees with the knowledge and awareness about sexual exploitation and human trafficking in Canada, by understanding the behavioural signs that might indicate an exploited person, and how to get help without putting the concerned individual in harm's way.

The learning course has been designed with aviation expertise and has drawn on international aviation best practices. It is part of a comprehensive safety and employee training program being completed by all Flair employees by February 2022. The airline currently employs more than 500 people.

The specialized aviation course is available free of charge to any airline or airport throughout the country, and Flair has moved to make this a requirement for all employees.



Garth Lund, Chief Commercial Officer (left) and Stephen Jones, President and Chief Executive Officer (right) of Flair Airlines, stand with the #NotInMyCity yellow rose.

Human trafficking and sexual exploitation are the fastest growing crimes in Canada and are the second largest source of illegal income worldwide. In Canada, 21% of trafficking victims are under the age of 18. While making up only 4% of the country's population, 50% of Canada's trafficking victims are Indigenous people.

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“This type of learning program for our employees is eye-opening, immersive and informative. We are pleased to be partnering with #NotInMyCity to provide training to our employees as well as the chance to educate the broader public about these crimes,” said Stephen Jones, Chief Executive Officer, Flair Airlines.

Says Paul Brandt, Founder of #NotInMyCity, “While we don’t want to think about human trafficking and sexual exploitation taking place in our own country, the fact is that it does exist, and many traffickers are regularly moving victims through our airports to different cities. We are grateful to Flair Airlines for serving as an ally to identify signs of trafficking and knowing what to do.”

According to the Canadian Centre to End Human Trafficking¹, transportation corridors are frequently used by traffickers, and once a victim has been recruited, traffickers will often move them from city to city to maximize profits, access new markets and avoid competition. It also helps keep control of the victim who may not know where they are or how to get help, making it easier for traffickers to evade detection by police. Victims of labour trafficking may also enter Canada by way of air travel, under the false promise of a job or educational opportunity.

#NotInMyCity offers an interactive e-learning course for anyone interested in learning more about the issue of human trafficking and sexual exploitation in Canada. It was developed in collaboration with national and international thought leaders. Upon completion of the free 30-minute e-course, participants are awarded with a certificate. Thousands of individuals have completed the course so far.

In Canada, anyone can call the Canadian Human Trafficking Hotline at 1-833-900-1010 if they believe they witness or are experiencing human trafficking or sexual exploitation. If anyone is in immediate danger, it is recommended to call 9-1-1.

To learn more visit notinmycity.ca or flyflair.com/travel-info/special-services/notinmycity.

About #NotInMyCity

#NotInMyCity is a facilitative organization launched by Paul Brandt that is raising awareness and taking collective action to prevent, disrupt and end sexual exploitation and trafficking, focusing on children and youth. The #NotInMyCity movement is growing. We are working in alliance with key stakeholders, creating awareness, educating others and mobilizing a strategic, integrated plan to bring about transformational and sustainable change at all levels.

About Flair Airlines

Flair Airlines is on a mission to liberate the lives of Canadians by providing affordable air travel that connects them to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve more than 30 cities across Canada, the U.S., and Mexico. For more information, please visit www.flyflair.com.

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¹ <https://www.canadiancentretoendhumantrafficking.ca/the-role-of-the-transportation-sector-in-the-fight-against-human-trafficking-in-canada/>