

## Flair Airlines Launches Initiative to Combat Human Trafficking in Aviation

- Human trafficking and sexual exploitation are among the fastest-growing crimes in Canada.
- Flair's Safe Passage Program goes beyond identification and provides immediate support to survivors, including flights to safety and access to critical services.
- Flair is the first airline in Canada to directly support law enforcement in the fight against human trafficking.

**EDMONTON, Alberta, February 22, 2023** – Today, on National Human Trafficking Awareness Day, Flair Airlines is launching its Safe Passage Program - an initiative dedicated to raising awareness and supporting the collective fight against human trafficking in Canada. Human trafficking is one of the fastest-growing crimes in the country, with air travel frequently exploited to transport victims. Flair recognizes the urgent need for action and how imperative it is for airlines to take measures in the fight against this crime.

The Safe Passage Program goes beyond traditional staff training by establishing direct partnerships with law enforcement agencies including the Peel Region Police, Toronto Police Services, and Halifax Regional Police. While airlines typically offer standard training to identify potential trafficking situations, this program is unique in that it directly collaborates with law enforcement to provide immediate support to survivors. This includes facilitating flights to safety and access to critical services through a dedicated mileage program, continuously refined based on law enforcement feedback to meet survivor needs.

### How the Program Works

- When a victim is identified, law enforcement can request free flight vouchers through a streamlined process provided by Flair.
- Flair's security team swiftly provides vouchers, allowing officers to book flights for victims to safety.

By extending anti-trafficking initiatives beyond standard training, Flair distinguishes itself as the only airline in Canada directly supporting law enforcement in the fight against human trafficking.

*"Flair is proud to lead the charge in advocating for social justice and community impact. We have a responsibility to use our platform to combat human trafficking and sexual exploitation," said Stephen Jones, CEO of Flair Airlines. "Passenger safety is at the core of our business, and we understand the critical role aviation plays in raising awareness of these issues. It's a harsh reality that these crimes can occur on flights, but together, we can take action to combat them. By taking proactive measures and working closely with our partners, we are not only protecting vulnerable individuals, but also fostering safer communities. I encourage the entire industry to join Flair in being a catalyst for social justice to ensure that the skies remain a safe passage for all."*

*"Peel Police welcomes involvement from community stakeholders and partners to support those affected by human trafficking and recognizes the importance of necessary supports and resources. We commend programs such as Safe Passage that facilitate the journey from human trafficking victim to survivor and will continue to prioritize anti-human trafficking efforts for our service and for our community." Peel Regional Police*

*"The Toronto Police Service is thankful for the assistance that Flair Airlines provides to those impacted by human trafficking. Their innovative Safe Passage program is connecting survivors of human trafficking with critical services, and most importantly, with safety. Community safety is a shared responsibility, and we thank Flair Airlines for the collaborative efforts in the fight against human trafficking and for assisting those affected by it." – Detective Constable David Oh, Toronto Police Service, Human Trafficking Enforcement Team*

*"Halifax Regional Police wants survivors of human trafficking to know that police are here to help. Survivors will be treated with dignity and respect and their safety remains our primary goal. This initiative is just one of the ways that we are able to do that," said Halifax Regional Police S/Sgt. Scott MacDonald, officer-in-charge of the Integrated Human Trafficking Team.*

Recognizing the critical role of transportation, particularly air travel, in facilitating such crimes, Flair has partnered with #NotInMyCity since 2021. Together, they have raised awareness to combat sexual exploitation and trafficking, especially concerning children and youth in the transportation sector. Through this partnership, Flair has implemented an aviation-focused e-learning activity and awareness program, reaching over 600 employees and stakeholders. This comprehensive training initiative, extended to contract and third-party workers, emphasizes the identification of potential trafficking situations.

Additionally, Flair has partnered with Coca-Cola to implement a donation program. For every bottle sold on a Flair flight, a portion of the proceeds are donated to #NotInMyCity to support various initiatives aimed at combating human trafficking and providing assistance to survivors.

*"Flair's new partnership with Coca-Cola will help make a difference in the lives of women and girls as we continue the fight against human trafficking," said Paul Brandt, founder of #NotInMyCity. "I'd like to extend my deep gratitude to Flair Airlines for their ongoing work to help shine a light on human trafficking and sexual exploitation."*

Furthermore, Flair will participate in a Special Investigators Human Trafficking Summit speaking directly to law enforcement officers, sharing insights from their initiatives, and collaborating with other professionals to enhance strategies in the fight against human trafficking.

Flair believes that businesses have a moral obligation to address systemic issues and contribute to positive change in society. By taking proactive steps to combat human trafficking and sexual exploitation, Flair strengthens its commitment to caring for communities and upholding human rights.

## **How To Get Involved**

To get a better understanding of the issue of human trafficking and sexual exploitation in Canada, individuals can take a free, interactive e-learning course called "Mobilizing Communities to Disrupt Sexual Exploitation and Sex Trafficking in Canada." Learn more at [notinmycity.ca/learn](https://notinmycity.ca/learn).

Individuals can support the adoption of a Zero-Tolerance approach by the Government of Canada toward Human Trafficking in all its forms by signing the Canadian Declaration. A platform for collective action for collaboration with Canadians and international changemakers to disrupt and end Human Trafficking and Forced Labor Slavery. Learn more at [canadadeclaration.ca](https://canadadeclaration.ca).

If individuals witness or experience human trafficking or sexual exploitation, call the Canadian Human Trafficking Hotline at 1-833-900-101. To learn more visit [notinmycity.ca](http://notinmycity.ca).

### **About #NotInMyCity**

Led by Paul Brandt, #NotInMyCity is a powerful movement dedicated to ending sexual exploitation and human trafficking in Canada, with a special focus on protecting our children and youth. United with key partners, we're spreading awareness, educating communities, and deploying a strategic plan for real, lasting change.

### **About Safe Passage Program**

The Safe Passage program is an initiative developed by Flair Airlines in collaboration with law enforcement agencies and community organizations like #NotInMyCity. It provides immediate support to survivors of human trafficking, including flights and access to critical services, through a dedicated mileage program. For more information, visit [flyflair.com/travel-info/special-services/safepassage](http://flyflair.com/travel-info/special-services/safepassage).

### **About Flair Airlines**

Flair Airlines is Canada's most trusted low-fare airline and its greenest airline, on a mission to provide affordable air travel that connects Canadians to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve over 35 cities across Canada, the U.S., Mexico, the Dominican Republic, and Jamaica. For more information, please visit [www.flyflair.com](http://www.flyflair.com).

### **Media Contacts**

Members of the media may contact [media@flyflair.com](mailto:media@flyflair.com) for more information.