



**Press release
For immediate release**

Geneviève Borne and World Vision launch the No Child for Sale Campaign for the 3rd year

Montreal, Tuesday, May 12, 2015 – There are 168 million child labourers in the world. 85,344,000 of them – more than half – (15 times the number of children in Canada), work in dangerous or degrading jobs. World Vision aims to attack this global problem by launching its [No Child for Sale](#) campaign for the third year in a row.

“It is important for people to be able to easily access information about working conditions in factories around the world. In fact, 86% of Quebecers believe that Canadian companies could reduce child labour if they had access to information concerning their suppliers’ supply chains,” stated Carolyn Hébert, World Vision’s director for Quebec. “Quebecers feel that the Canadian government has the power to solve part of the child slavery problem. We invite them to let their voices be heard by signing our petition denouncing child labour worldwide.”

This petition, which is accessible at www.nochildforsale.ca, asks the Canadian government to modify laws to require more transparency from companies, particularly with respect to their supply chains. These laws will help the public make more informed choices. Last year, nearly 23,000 Quebecers signed the petition.

Child Exploitation seen by Geneviève Borne in Indonesia

In 2015, Geneviève Borne, World Vision’s official ambassador for Quebec, made her third trip with the organisation. After India in 2013 and Cambodia in 2014, the Quebec team headed to Indonesia this year to visit the organisation’s projects in the islands of Timor and Alor, and meet children and World Vision workers on the ground.

“In Indonesia, I saw the work being done by World Vision to fight the biggest problem related to child exploitation in this country; child trafficking,” explained Geneviève Borne. “Many vulnerable families are often persuaded, through force or trickery, to sell their children so that they can go work for companies or for very wealthy families. Often, the parents believe that they are doing what’s best for their children and are unaware that the latter are holding dangerous or degrading jobs.”

One initiative of the organisation is to work with families to ensure that children receive their birth certificates. In fact, more than 50% of children do not possess this document and, without any proof of identification, they risk becoming victims of child trafficking.

World Vision is also involved in developing strategies to educate the people living in villages where child trafficking is prevalent. Members of the organisation establish programs to help track down the traffickers and develop systems through which cases of abuse can be reported.

The Quebec World Vision team, accompanied by Geneviève Borne, also visited several children's in Indonesian villages where children and teens take English and computer courses. They also meet at these clubs to discuss measures to adopt to have their voices heard by the local government.

Special activity for the World Day Against Child Labour

As part of its campaign, World Vision is organising an exhibition of photos taken by Geneviève Borne during her different trips with the organisation for the World Day Against Child Labour, which will be held on June 12th. The event will take place at Espace Infopresse (4316 St-Laurent Blvd.) from 10 a.m. to 9 p.m. The public will be able to purchase photos on site or online the day after the exhibit. All proceeds will be donated to the No Child for Sale campaign.

About World Vision

World Vision, active in 97 countries, is an international humanitarian organisation that fights poverty and injustices of every sort through its emergency humanitarian aid and community development programs, as well as through advocacy. The organisation helps the neediest children and families, without regard to social, ethnic or religious background. For more information, visit worldvision.ca.

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The Quebec World Vision team brought back videotape and photos of this trip so that Quebecers could see the extent of the work accomplished by the organisation on the ground. This material is available upon request.



Source: **World Vision**

For additional information, photos or videos taken during the trip to Indonesia, or for an interview with Carolyn Hébert or Geneviève Borne:

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