



NEWS RELEASE

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World Vision Stands Up to Help End Child Slavery with the support of TV host Geneviève Borne

MONTREAL, Tuesday, June 11, 2013 /Cision/ - World Vision held a press conference to mark the beginning of a major mobilization against the exploitation of millions of children around the world who work in dangerous and degrading jobs. With its *No Child For Sale* campaign, World Vision seeks to mobilize the population and get them to sign a petition urging our federal government to take action to end child exploitation.

The International Labour Organization 2011 estimated that globally there are 115 million child slaves, forced into the most dangerous forms of work, including 1.2 million victims of child trafficking. *"World Vision renewed its efforts around this issue with the aim of mobilizing the population into helping end this awful truth. Extreme poverty is a reality for millions of children in India who end up working as child laborers for less than 50 cents a day,"* said Carolyn Hébert, World Vision Quebec Director. *"The work is damaging to their bodies, their minds and their wellbeing, and we're asking Quebeckers to help change this reality."*

To kick off their initiative, World Vision teamed up with well-known TV host Geneviève Borne, and Roxane Loiseau, QC actor, to accompany them in India to visit centers and schools for children within their *Rights on the Streets* program in India.

"India is the second most populated country in the world with 1.2 billion people. Over 70% of its population is under the age of 25. It's a magnificent and inspiring country with a complex and fascinating culture, but poverty in India has reached staggering levels... What is hardest to accept is that, because of their vulnerability, children are the ones who suffer most from poverty," mentioned Geneviève Borne, the new World Vision ambassador in Québec. *"It was at the end of this trip to India that I decided to become official World Vision ambassador,"* she added.

Child slavery is a consequence of poverty, discrimination and powerlessness where the strong take advantage of the weak and vulnerable. A child's lack of access to basic necessities (food, shelter, water, education), unscrupulous employers, demand for cheap goods, and poor child protection and labour laws result in millions of children experiencing abuse, permanent ill health and, in some cases, death.

The World Vision *Rights on the Street* program addresses the extreme poverty that is a reality of life for millions of children in India. Incidentally, in New Delhi, there are an estimated 400,000 street children who either live or work on the streets in deplorable conditions.

This project includes initiatives in education, nutrition, healthcare, vocational training and advocacy through individuals and agencies in order to improve children's rights. By supporting this project, you will help more than 5,000 street and working children.

"I met extraordinary children in India and one of my objective since my return in Montreal is to bring awareness to the conditions that many kids worldwide have to face. It's about giving a voice to those in need. We can all make a difference. I encourage everyone to sign the petition", said Roxane Loiseau, actor.

Impact of the petition

Through this campaign, World Vision is seeking to create a movement by getting as many people as possible to sign a petition to encourage our federal government to take the necessary steps to end child exploitation. World Vision has been working with the government to get Canadian businesses to change their policies in order to become more transparent as to the origin of their products. Products made or manufactured in other countries will be subject to stricter laws as a way to end child exploitation.

In fact, the United States and Great Britain have already started to fight against child exploitation through governments and businesses, thus creating an awareness in the population about the need to make ethical choices as consumers. This is what World Vision seeks to accomplish in Québec with its *No Child For Sale* campaign and with the involvement of its new ambassador, Geneviève Borne.

What is Required for Children to be Protected

Children have access to free and quality education. Children must understand how to keep themselves and each other safe. Children are able to participate fully in community life. Parents are able to provide all the necessities of life for their children. Parents, extended family and community members are active in providing a healthy, safe and caring environment for their children to grow. Implement laws and policies that protect children from violence and exploitation in their communities, such as issuing every child birth registration documents. Have and respect a proactive, responsive and child friendly justice and social security system that addresses cases of abuse and exploitation. Corporations and other non-governmental organizations must ensure that their operations promote child safety and do not expose children to risks or result in child exploitation.

To sign the petition, or more information on the Campaign and Geneviève Borne's trip to Guwahati in North-East India with World Vision, please visit nochildforsale.ca.

To download the videos, please click on this link <http://vimeo.com/album/2411547>.
Password: **Guwahati**.

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For more information, to receive high resolution photos or to schedule an interview with a spokesperson, please contact:

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