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## Free the Slaves Launches Third Annual Fashion for Freedom Campaign

*The Fashion for Freedom Campaign returns June 1<sup>st</sup> to shine a light on modern slavery in the fashion industry and lift up ethical brands.*

WASHINGTON / NEW YORK – [Free the Slaves](#) (FTS) is launching its annual [Fashion for Freedom Campaign](#) this summer to **bring together the worlds of fashion and human rights**. Complex supply chains create opportunities for **ruthless traffickers to exploit the vulnerable in factories making clothes for American consumers**. Fashion for Freedom will **expose this abuse** and highlight brands, organizations and individuals working to **create a more ethical fashion industry**.

The campaign runs June 1 through August 31, with several ways for people to get involved:

- **Spread Awareness:** FTS is encouraging supporters to **spread the word on social media** using the hashtags #FashionforFreedom and #FreetheSlaves. FTS is also running a **grassroots fundraising competition** throughout the summer; the winner receives a VIP swag bag full of ethical fashion goodies.
- **Ethical Shopping:** FTS and corporate partner [DoneGood](#) will promote a **new online storefront** where **people can use their purchasing power to fight modern slavery**. This new site provides consumers one-stop shopping for brands that are on a mission to end modern slavery by ensuring their supply chains are free of trafficked labor, as well as ensuring their production facilities are safe, paying good wages, and empowering workers and communities.
- **Fashion for Freedom Event:** A **July 28 event in New York City** will focus on three themes: **Shop, Learn and Honor**. Guests will have an opportunity to shop from

**ethical pop-up shops** during the opening cocktail hour. Then, **legendary fashion activist Safia Minney** will deliver a keynote speech, followed by a panel discussion with other industry leaders. Finally, the Fashion for Freedom Event will conclude by honoring a change maker in this field. **Journalists are welcome**, please contact Terry FitzPatrick: [terry.fitzpatrick@freetheslaves.net](mailto:terry.fitzpatrick@freetheslaves.net).

- **Local Fashion Events:** FTS encourages those who cannot attend the New York event to **consider hosting their own Fashion for Freedom Event in their communities**. There are resources and ideas for hosting events on the **campaign website**.

A slavery-free fashion industry is possible. We invite you to cover our campaign as we work to create it.

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