

Each line to be said by different people

My name is Timea Nagy, Survivor of Human Trafficking and former 24/7 Mobile Victim service assistant for victims of Human Trafficking. This message is for the Directors of Garage Clothing company and their marketing department.

Your advertising campaign to teenagers called "Send Nudes" has missed the mark. So, on behalf of parents, advocacy groups, our youth, and survivors, we nominate you for a challenge.

(Carol Todd) Amanda was my daughter and a victim of sextortion at the age of 12. She was influenced to send nudes and paid the ultimate price with her life.

Sexualizing children. Promoting risky behaviours.

It's not clever. And it's not funny.

It's irresponsible and dangerous

Kingston Police:

And can lead to sextortion and sexual exploitation.

In 2016, sexual crimes against children online jumped by 612%.

Like our latest case involving xxx teenagers, just google the news...

Groupe Dynamite, you missed the mark.

Your marketing doesn't have to stoop to this level.

(Youth) You can get my attention without sexualizing youth like me

(Youth) Or telling me to send nudes that can end up in the wrong hands, or online. You have a chance to make things right.

And the first step is education.

So, let's do this.

Let's do this together.

Timea

We're are inviting your executive and marketing team to take a free, private and confidential Survivor lead training about the harms of campaigns like Send Nude and oversexualized pictures of young models and promo images.

Step up.

Become a leader.

We can do this together.

Education is the key.

Timea

The offer and the challenge will expire, February 26th. We truly hope to meet you soon.

Youth: Are you up for it?

What will you do?

Will you accept the challenge?