



**News Release**

*For immediate release*

### **A social media campaign to counter efforts to recruit girls into the sex industry**

**Montréal, May 8, 2018** – A committee known as *Un trop Grand Prix* [too big a price] formed by the Concertation des luttes contre l'exploitation sexuelle (CLES), Montréal YWCA, Maison d'Haïti, Comité d'action contre la traite humaine interne et internationale (CATHII), Prévention jeunesse Laval and Prévention jeunesse Longueuil launched a meme-focused social media campaign today. Taking place in the weeks leading up to the Formula 1 Grand Prix, it aims to raise the awareness of young women aged 15-18 about recruitment into the sex industry.

"We know that young people are affected by prostitution and the sex industry. We saw it in the response to the TV show *Fugueuse*—both from young people and their parents—and, unfortunately, we see it all the time in our work," said Éliane Legault-Roy, committee spokesperson. Committee members, all of whom work every day on prevention and intervention with girls and women who are either victims or at risk of becoming victims of sexual exploitation, decided to address young women directly and in an original way that they hope will resonate more than traditional campaigns.

The campaign begins today and will continue until the end of the Grand Prix on [Facebook](#), [Instagram](#) and Snapchat under the name [@untropgrandprix](#). These sites, all of which will provide content that is lighter in tone, will link to a website, [www.untropgrandprix.com](http://www.untropgrandprix.com), containing links to groups that work with young women who are either already in the sex industry, being pressured by their friends to get into it, or worried about a friend.

"The aim is to emphasize that the sex industry is not a source of easy money or a job like any other, and definitely not about love. The message will be delivered in an engaging manner that can be easily shared on social media popular with the young. But the goal is also to make sure that young women know there are resources where they can get information and support," said Ms. Legault-Roy.

Instagram: [@untropgrandprix](#)

Facebook: [@untropgrandprix](#)

Snapchat: [@untropgrandprix](#)

- 30 -

#### **For more information:**

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