



Are you up to the challenge?



The HT Challenge is a social media campaign initiated by the NJ Coalition Against Human Trafficking and Justice Network. It will take place leading up to and the day of the Super Bowl, spreading the message of abolishing modern day slavery.

We want to use **Half Time** to highlight **Human Trafficking**.

The goal of the HTChallenge is to generate discussion, communicate facts and statistics using the Super Bowl as a platform to generate awareness of the issue of human trafficking.



THE GAME PLAN:

- PLAN an event for Super Bowl Sunday
- SEND #HTChallenge images and information to your networks and encourage them to do the same. them to spread it to their networks.
- POST images, posts, stats, and quotes to your social media outlets, increasing frequency as the Super Bowl draws nearer, always using the #HTChallenge hashtag.
- ON GAME DAY: Turn off the half time show, discuss human trafficking and the need for abolition, then flood social media to create a trend that demands attention.

WWW.HTCHALLENGE.NET

For more information visit:
www.HTchallenge.net

Contact us at:
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National Council of Jewish Women
Bergen County Section
is a proud partner of the
NJ Coalition Against Human Trafficking