

For Immediate Release
August 24, 2011

THE BODY SHOP®



Beyond Borders
Au-delà des frontières
ECPAT CANADA



Somaly Mam
Foundation

More than half a million Canadians Sign Petition Urging the Government of Canada to Help STOP Sex Trafficking of Children & Young People

***The Body Shop Canada rallies support for a national plan of action to protect
society's most vulnerable members from exploitation and abuse.***

On August 30, the government of Canada will receive a petition signed by more than 570,000 Canadians, calling for immediate action on the ongoing sex trafficking crisis affecting children and young people around the world, and here in Canada.

Representatives of The Body Shop in Canada, together with non-governmental organization partners Beyond Borders and the Somaly Mam Foundation are rallying at The Body Shop at the Rideau Centre to meet with the Minister of Public Safety, the Honourable Vic Toews, on Tuesday, August 30. The organizations will be asking the Government of Canada to Help STOP Sex Trafficking of Children and Young People.

Facts about sex trafficking of children and young people:

- Human trafficking is the third-largest¹ and fastest-growing criminal industry² in the world.

.../more

- 1.8 million children are exploited in the global commercial sex trade (this figure is thought to be much higher due to the underground dealings of the traffickers³.)
- Reports show that sexual exploitation is the most likely purpose of trafficking⁴.
- Trafficking exists in countries all over the world. It doesn't only exist in the poorest countries⁵.
- Each year, approximately 600-800 women and children are trafficked into Canada, and up to 2,000 people are trafficked from Canada into the United States⁶.

(Sources: 1-5 UNICEF and UNODC, 6 Royal Canadian Mounted Police)

Over the past two years, The Body Shop in Canada with its 115 locations from coast to coast, has worked in partnership with Beyond Borders and The Somaly Mam Foundation. Beyond Borders is a volunteer-driven Canadian organization dedicated to advancing the rights of children everywhere to be free from sexual abuse and exploitation and a member of ECPAT International. The Somaly Mam Foundation is an organization which works to give victims and survivors of slavery a voice, and solicit the support of Canadians to help stop the sex trafficking of children and young people. This effort has been a part of a global campaign of The Body Shop, which has received considerable attention around the world and will culminate in a presentation of a global petition to the United Nations in September, 2011.

“Sex trafficking is an issue that overwhelmingly affects young women and girls. As a beauty brand dedicated to serving women across Canada, this was an issue we

couldn't ignore, and we knew our customers would want to be part of the solution. Campaigning is in the DNA of The Body Shop and it's what makes our company unique. This campaign is critically important, as children and young people represent the future of our society and protecting them should be a top priority for governments around the world," says Bonnie MacDonald, General Manager, The Body Shop Canada. "We are overwhelmed by our customers' strong support for action to combat this modern form of slavery. The more than 500,000 signatures collected in Canada show once again Canadians speak with a strong voice in support of human rights."

What: Rally at The Body Shop store and a meeting with the Minister of Public Safety, the Honourable Vic Toews to deliver the petition www.thebodyshop.com/stop

Where: Rideau Centre, The Body Shop store, 50 Rideau St., Ottawa, ON

When: Tuesday, August 30, 3:00 p.m.

Who: Rally to raise awareness of trafficking of children and youth

Millions around the world have joined Canadians in signing the petition and have voiced their desire to see an end to human trafficking. In September the official number will be released when petitions are handed over to the UN in Geneva

In addition to raising awareness of the issue, the Stop Sex Trafficking of Children & Young People campaign also seeks to help those requiring immediate support by raising vital funds. The Body Shop special edition Soft Hands Kind Heart Hand Cream is selling at a rate of one product globally every 30 seconds. The proceeds from the hand

cream are being used to help change the lives of millions of children and young people through the work of ECPAT groups in countries around the world. Funds raised from sales of The Body Shop Bag for Life and gift bags go to the Somaly Mam Foundation to support rehabilitation and support services in Cambodia. To date, The Body Shop customers have raised more than \$850,000 for campaign partners, Beyond Borders and the Somaly Mam Foundation

About The Body Shop

The Body Shop International plc is the original and ethical beauty brand, with over 2,500 stores in over 60 markets worldwide. The Body Shop seeks out wonderful natural ingredients from all four corners of the globe to deliver products bursting with effectiveness, to enhance your natural beauty. By striving to use the planet's resources wisely, The Body Shop searches for outstanding natural materials and ingredients from across the globe to include in its range of products. The Body Shop is proud to have been the first beauty brand to have brought the benefits of fair trade to the beauty industry through its own unique Community Fair Trade programme, to have introduced 100% recycled packaging, and to raise funds and awareness on key issues of the day, including the sex trafficking of the most vulnerable in our society, children and young people.

About Beyond Borders

Beyond Borders is a national, bilingual, volunteer-driven organization advancing the rights of children everywhere to be free from sexual exploitation. It is the Canadian representative of ECPAT International, a global network of more than 81 groups in 75 countries.

About ECPAT

ECPAT International is a global network of organizations working together for the elimination of child trafficking, child prostitution and child pornography. The network comprises of 81 groups in 75 countries around the world. All ECPAT groups are independent grassroots organizations, working to combat child exploitation at the local level. Their sizes vary depending on countries, but they are mainly activist driven movements, and very often operate with limited funding. Their core strengths focus on key areas of child protection, where they are pro-active through their volunteers and supporters, rather than large administrative functions. Some of them are called “ECPAT” while others have different names. All are affiliated with the ECPAT network.

About the Somaly Mam Foundation

Founded in 2007, the Somaly Mam Foundation has a vision of a world where women and children are safe from slavery. Its mission is to give victims and survivors a voice in their lives, liberate victims, empower survivors as they create and sustain lives of dignity, and to end slavery. The vision and mission are accomplished by developing programs that enable victims to become survivors who are empowered to make a contribution to combat human trafficking.

-30-

For more information, please contact:

The Body Shop: Stacie Keenan

Email: stacie.keenan@thebodyshop.com

Office :416-782-3233

Strategic Objectives: Adriana Lurz

Email: alurz@strategicobjectives.com

Office: 416-366-7735 x 267