



Ricky Martin Foundation

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Puerto Rico joins the International Day Against Human Trafficking Doral and the Ricky Martin Foundation present its community program milestones

(San Juan, Puerto Rico) - Doral and the Ricky Martin Foundation (RMF) have joined together to commemorate the International Day Against Human Trafficking through its *Se Trata* community program efforts carried out by both institutions this year.

As part of the International Day Against Human Trafficking the two institutions convoked citizens to unite against this modern form of slavery, which is considered the second most lucrative crime in the world with an average of 27 million victims worldwide and to which Puerto Rico is not exempt.

In a press conference, a message of solidarity from Mr. Ricky Martin was presented to the audience. The aforementioned raised awareness on The International Day Against Human Trafficking, and made a call to join the outreach efforts through social networks either by posting or tweeting # No Human Trafficking. In addition, Doral and RMF summarized the scope of their community program *Se Trata*, which began in May of this year and focuses on raising awareness, educating and empowering citizens about this crime.

Both Martin's message and the program video can be accessed through the web [doralbank.com / community](http://doralbank.com/community) and [rickymartinfoundation.org / setrata.html](http://rickymartinfoundation.org/setrata.html).

One million people impacted

The first public awareness campaign about human trafficking in Puerto Rico has been educating one million people through adds in television, radio, Internet, billboards and social networks for the past seven months

Since August, more than 2,000 people (youth and adults) have been impacted through educational workshops on human trafficking in Puerto Rico including media, government and academic organizations, as well as the judiciary branch. Besides learning about the harsh reality of human trafficking, the youngsters have been empowered in leadership workshops at the Doral Leadership Center by the financial institution's professionals on the field.

With regards to the workshops, the Honorable Sonia Ivette Veléz Colón, Justice of Appeal and Managing

Director of the Courts said," sharing the experience of this first workshop about Human Trafficking in Puerto Rico: An Invisible Challenge, held in the Puerto Rican Judicial Academy, has been for the officials of the judicial power of the country, including the judges who participated , a unique opportunity to begin to lift the veil and discover about the world that is unfolding before our eyes, and yet we fail to distinguish. The workshop has been one of the most thrilling and intense educational experiences that we received this year and left us with a major commitment to address and contribute from our field of work ... "

Bibiana Ferraiuoli, Executive Director of the FRM, explained, "the scope of the community program Se Trata depicts our commitment to education, a vital prevention strategy in defending the most vulnerable. We are grateful to Doral's vision and support in our goal of raising awareness "

Art with a social mission

To celebrate the success of the Community Program, Doral donated a work of art by renowned artist Edgardo Larregui created by hundreds of children who participated in a special workshop about children's rights and human trafficking in the Domingos D Museum initiative.

"At Doral, we will continue our efforts to improve the quality of life of Puerto Rico by educating, creating awareness and taking action to protect our children and youth from this crime," said Lucienne Gigante, Doral VP Public Relations and Community Affairs.

Se Trata, the Sixth Community outreach program launched by Doral, is another example of how partnerships between corporations and NGOs benefit society and help raise awareness through the dissemination of a consistent message that empowers the community and enables them to become part of the solutions that impact the families in search of a better future for Puerto Rico.

For more information please visit:

website: doralbank.com/comunidad

website: rickymartinfoundation.org/setrata.html

Twitter: [RM_Foundation](https://twitter.com/RM_Foundation) RT [#NoHumanTrafficking](https://twitter.com/NoHumanTrafficking)

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