



Attorney General Doug Peterson

News Release

FOR IMMEDIATE RELEASE

January 11, 2017

Today, the Nebraska Attorney General was joined by many partners to announce the ***Demand An End*** public awareness campaign addressing child sex trafficking. The campaign focuses on the supply and demand model of trafficking by targeting those who purchase sex. Sex trafficking of minors occurs not only in larger cities but also in rural areas across Nebraska. In fact, the Human Trafficking Initiative reports¹ that in Nebraska 11% of those sold for sex online are advertised under the age of 21.

This campaign is one of the ways the Nebraska Attorney General's Office and the State of Nebraska are actively fighting the sex trafficking of minors. It capitalizes on the momentum of LB 289, a law that increased the penalties of those who are involved in sex trafficking and now holds buyers responsible, penalizing them as traffickers.

In 2016, Attorney General Peterson was joined by many partners while spearheading the creation of the Nebraska Human Trafficking Task Force (NHTTF). NHTTF's objectives are to help survivors of trafficking, stop traffickers, and eliminate the human trafficking market.

Demand An End initiative specifically advances the objectives of the NHTTF. Child sex trafficking exists in Nebraska due to a tragic cycle of supply and demand – the supply being children who are frequently abused and exploited at a young age, and the demand coming from individuals seeking to buy minors for sex. To end both supply and demand, Nebraskans must protect children from exploitation and stop purchasers by raising awareness about this crime. ***Demand An End*** brings this crime out of the shadows, warning those who buy sex with minors that they may face severe consequences for participating in this crime.

The campaign will launch in a range of locations, including state rest stops along I-80. A heat map of Nebraska's commercial sex market by the **Human Trafficking Initiative** shows that most activity occurs along this major thoroughfare. Targeting the interstate allows for a large cross-section of Nebraskans to be reached. It also brings awareness to those traveling in and through our state that trafficking will not be tolerated.

Posters are available for partnering organizations to print and post in their local libraries, recreation centers, truck stops, or places of business. The campaign will also be promoted by partnering members through their newsletters and magazines as well as their social media platforms. The Office of the Attorney General created a YouTube channel (https://www.youtube.com/watch?v=jXKvs_pmRHM) to host the ***Demand An End*** PSA and to support the distribution.

Attorney General Peterson is joined by numerous partners including Nebraska Constitutional office holders, state senators, mayors, county attorneys, sheriffs, the Department of Transportation, Nebraska Trucking Association, the Nebraska Latino American Commission, League of Nebraska

¹ Crysta N. Price and Terry D. Clark, "Nebraska's Commercial Sex Market", *Women's Fund of Omaha*, The Human Trafficking Initiative

Municipalities, Nebraska Council of School Administrators, non-profits, and countless private citizens all who share a deep concern to protect our citizens.

Attorney General Doug Peterson said, “Although it is very troubling to know that young people are being trafficked in Nebraska, I am encouraged that so many Nebraskans have united to fight child sex trafficking. Together, we must demand an end to this form of slavery.”

To learn more about the ***Demand An End*** campaign, visit <https://ago.nebraska.gov/demand-end-campaign> or demandanend.org.

###

(A complete list of campaign partners is attached)

Suzanne Gage
Director of Communications
Nebraska Attorney General
Office: 402-471-2656
Mobile: 402-560-3518
Suzanne.gage@nebraska.gov



END DEMAND AN END

Governor Pete Ricketts
Attorney General Doug Peterson
State Treasurer Don Stenberg
State Auditor Charlie Janssen
U.S. Senator Deb Fischer
U.S. Senator Ben Sasse
Congressman Don Bacon
Congressman Jeff Fortenberry
Congressman Adrian Smith
Speaker Jim Scheer
State Senator Joni Albrecht
State Senator Carol Blood
State Senator Kate Bolz
State Senator Bruce Bostelman
State Senator Lydia Brasch
State Senator Tom Briesie
State Senator Robert Clements
State Senator Steve Erdman
State Senator Suzanne Geist
State Senator Steve Halloran
State Senator Rick Kolowski
State Senator Mark Kolterman
State Senator Bob Krist
State Senator Brett Lindstrom
State Senator John McCollister
State Senator Adam Morfeld
State Senator John Murante
State Senator John Lowe
State Senator Patty Pansing Brooks
State Senator Dan Quick
State Senator John Stinner
State Senator Theresa Thibodeau
State Senator Tony Vargas
State Senator Matt Williams
State Senator Anna Wishart
Mayor Chris Beutler, Lincoln
Mayor Jean Stothert, Omaha
Colonel John Bolduc, NSP
Nebraska State Patrol

Nebraska Department of Transportation
Erin Aliano, Nebraska Alliance of Child Advocacy Centers
Melodie Bellamy, Kearney County Attorney
Ivy Bloom, DHHS
Nathan Cox, Cass County Attorney
Mike Dulaney, Nebraska Council of School Administrators
Sheriff Timothy Dunning, Douglas County
Darrell Fisher, Director, Nebraska Crime Commission
Kellie Rabenhorst, Nebraska Crime Commission
Sher Schrader, Nebraska Crime Commission
Mary Furnas, Foster Care Review Office
Sheriff Harry Gillway, Kimball County
Kent Grisham, President & CEO, Nebraska Trucking Association
Nebraska Council of School Administrators
Denise Kracl, Colfax County Attorney
Lynne Lange, Nebraska Coalition to End Sexual and Domestic Violence
James Love, Bosselman Enterprises
Omaha Women's Fund
Nebraska Catholic Conference
Nebraska Family Alliance
Stephanie Olson, Set Me Free Project
Sheriff Mark Overman, Scottsbluff County
Lynn Rex, League of Nebraska Municipalities
Salvation Army
Sapp Bros. Inc
Julie Shrader, Rejuvenating Women
Heather Sikyta, Sherman County Attorney
Lazaro Spindola, Latino American Commission
Ivy Svoboda, Nebraska Alliance of Child Advocacy Centers
Sarah Wellman, Werner Enterprise
Sheriff Ed Wemhoff, Platte County
Sarah Wimer, Set Me Free Project
The Force-Omaha:
Caren Woodruff
Jessica Pate
Joan McGill
Carolyn Diamond