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**FOR IMMEDIATE RELEASE:**

Target Audience: El Dorado Hills, Folsom, Cameron Park, Shingle Springs, Placerville, Orangevale, Rancho Cordova, Roseville and Sacramento area.

## **Run For Courage, Inc. Continues To Successfully Combat Human Trafficking- Expands to Bay Area**

### ***Local Non-Profit Gives In Multiple Ways —And Educates—To Make A Difference***

(El Dorado Hills, CA) April 5, 2013—This May will mark three years since Run For Courage, Inc. (RFC) began in El Dorado Hills, CA. The mission: to raise funds and awareness to combat human trafficking. In the past three years Run For Courage has raised over \$300,000, which has benefitted multiple programs focused on restoring victims of trafficking. RFC has also been instrumental in raising the level of awareness of human trafficking through 5 & 10K races as well as high school and college education programs. The Run For Courage mission continues to be the rudder that directs the organization. With this in mind, RFC has expanded into the Bay Area. Its 1<sup>st</sup> Annual Oakland race will take place this November 2<sup>nd</sup> around beautiful Lake Merritt. “We are thrilled about this expansion,” says Ashlie Bryant, Executive Director of RFC. “Our mission is to raise awareness of this crime in every city around the country. Our vehicle to do that is our 5 & 10K races. Each new race means greater awareness and more funding for victim restoration.”

Registration is now open for both **Run For Courage, Inc.’s 5K/10K Races in Folsom and Oakland**. Folsom is Saturday, Sept. 28th, at the Folsom Parkway Trails, and Oakland is Saturday, November 2<sup>nd</sup>, at Lake Merritt. Participants of all ages are welcome to lace up in support of an issue with global, national, and regional implications.

RFC is now accepting applications from programs that restore victims of trafficking and will evaluate each with its proprietary E-D-M methodology. “Over the past three years we have been able to donate to over seven different programs that are doing great work with the restoration of victims,” says Vicki Zito, Director of Beneficiary Programs. “We will continue to accept applications until May and will begin our evaluation process. Announcements of programs chosen will be in August.”

Every day, children across the globe including and with increasing regularity in the United States, are victimized. Sexually exploited girls—some as young as 11—crossing all geographic and socio-economic boundaries are sold for sex against their will. Part of the Run For Courage solution is education/prevention. Since its inception, RFC has educated over 1000 students. “Teaching students allows us to prevent, as much as possible, the crime and victimization of young people. We spend time explaining human trafficking, red flags, and what to do if you see signs of something that you believe to be human trafficking,” says Bryant. “We have also begun a program called, “Grace Paks” which is designed for students and adults alike to help give back to support victims. We assemble backpacks filled with the basic necessities, (i.e. pajamas, toothbrush, hairbrush, deodorant, etc.) and give the Grace Paks to the local “first responders.” Right now, we give to Sacramento agencies that have direct contact with victims, such as The Grace Network.”

RFC seeks to register 4,000 race participants between both the Folsom and Oakland races and raise \$200,000. Last year RFC donated over \$92,000 to 6 beneficiaries. In addition to directly participating in the race, RFC is offering sponsorships to area businesses in both locations. This is a vital way businesses can support the RFC mission. Please contact [ashlie@runforcourage.org](mailto:ashlie@runforcourage.org) if you are interested in sponsorship of either race.

For more information and/or to register, visit [www.runforcourage.org](http://www.runforcourage.org).

### **About Run For Courage, Inc.:**

*Run For Courage, Inc., a non-profit established to raise awareness about the issue of Human Trafficking, stages and organizes large-scale awareness events such as 5 and 10K races as well as high school education and prevention programs. It donates funds raised from these events to beneficiaries that undergo a rigorous and continual screening process. RFC employs its proprietary Evaluate-Donate-Monitor methodology to determine which programs most efficiently work toward survivor restoration. To date Run For Courage, Inc. has raised over \$300,000 with over 90% of that going directly to support 7 programs that are restoring victims of sex trafficking in and around Sacramento and abroad.*

(Photo caption: Heather Olson, RFC volunteer, announces new races and delivers 80 Grace Paks to go to survivors)