

#not in my city

Alberta Motor Transport Association Allies with #NotInMyCity to Help Disrupt and End Human Trafficking

The two organizations are working together to provide education awareness to help those on the road identify the signs and take action

CALGARY (March 24, 2021) – [#NotInMyCity](#) and the [Alberta Motor Transport Association \(AMTA\)](#) are collaborating to broadly educate the issue of sexual exploitation and human trafficking to more than 15,000 provincial AMTA members.

Working together, #NotInMyCity and the AMTA are now providing a dedicated human trafficking educational platform for AMTA's member companies, employees and drivers throughout the province. The training is available [here](#).

#NotInMyCity is a facilitative organization that is raising awareness and taking collective action to prevent, disrupt and end sexual exploitation and trafficking, focusing on children and youth. In just three years, #NotInMyCity has quickly grown into a strong, collaborative organization, working with established agencies and groups to raise awareness and facilitate strategic alliances.

Partners and supporters of #NotInMyCity include a growing list of visionary businesses and organizations along with First Nations groups, representatives from Ministries within the Provincial Government, the City of Calgary and City of Edmonton as well as sectors of Police, Justice, Health, Children's Services, Education and not-for-profit community agencies.

The AMTA is a not-for-profit, advocacy and safety training association functioning as the voice, the standard and the resource for commercial transportation in Alberta. They offer extensive and leading-edge health and safety training programs, certifications required by the transportation industry; and advocacy to improve all aspects of safety on Alberta highways and roads. This particular online learning course about human trafficking for the transportation industry is unique in Canada.



AMTA President Chris Nash adds a #NotInMyCity decal to a truck. (Photo supplied by AMTA).

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Says Chris Nash, President of the AMTA, “The Alberta Motor Transport Association is proud to be an Ally of #NotInMyCity and the ongoing efforts to end human trafficking. Safety is at the core of our association and that extends far beyond just commercial transportation; it includes the safety all Albertans. As countless eyes and ears who are on the road every day, our membership can play an active role in raising awareness about this horrific issue and be a key part of the solution.”

Says Paul Brandt, Founder of #NotInMyCity, “Since its inception in 2017, #NotInMyCity has been collaborating with key stakeholders to raise awareness and take collective action to prevent, disrupt and end sexual exploitation and trafficking. We know victims are being moved through public transportation corridors. By providing information and practical tools to commercial transportation companies and drivers, they are better equipped to say something if they see something.”

Key areas of focus for the online e-learning platform for the transportation industry includes information about the incidence of sexual exploitation and human trafficking in Canada, the behavioural signs that might indicate an exploited person, and how to get help without putting the concerned individual in harm.

Human trafficking for sexual exploitation is one of the fastest growing crimes nationally and globally and is the second largest source of illegal income worldwide. In Canada, 26 per cent of trafficking victims are under the age of 18. While making up only 4 per cent of the country’s population, 50 per cent of Canada’s trafficking victims are Indigenous people.



Country superstar Paul Brandt is the founder of #NotInMyCity, an organization aiming to end the sexual exploitation of children and youth. (Photo by Jon Sweet)

To learn more visit notinmycity.ca or amta.ca.

About #NotInMyCity

#NotInMyCity is a facilitative organization launched by Paul Brandt that is raising awareness and taking collective action to prevent, disrupt and end sexual exploitation and trafficking, focusing on children and youth. The #NotInMyCity movement is growing. We are working in alliance with key stakeholders, creating awareness, educating others and mobilizing a strategic, integrated plan to bring about transformational and sustainable change at all levels.

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About Alberta Motor Transport Association

The Alberta Motor Transport Association is a not-for-profit, advocacy and safety training association functioning as The Voice, The Standard and The Resource for commercial transportation in Alberta. For more than 80 years, our work has encompassed a broad range of environmental, social, economic, safety and compliance matters that impact provincial highways. We represent over 15,000 member companies in the province and continue to foster relationships with all levels of government and community, as we advise and advocate for continued enhancement to safety for all Albertans. www.amta.ca.

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