



# Are you up to the challenge?

The HT Challenge is a social media campaign initiated by the NJ Coalition Against Human Trafficking. It will take place leading up to and the day of the Super Bowl, spreading the message of abolishing modern day slavery.

**We want to use Half Time to highlight Human Trafficking.**

The goal of the #HTChallenge is to generate discussion, communicate facts and statistics using the Super Bowl as a platform to generate awareness of the issue of human trafficking.



## THE GAME PLAN:

- **PLAN** an event for Super Bowl Sunday
- **SEND** #HTChallenge images and information to your networks. Encourage them to do the same, spreading the message through their networks.
- **POST** images, facts, stats, and quotes to your social media outlets, increasing frequency as the Super Bowl draws nearer, always using the #HTChallenge hashtag.
- **ON GAME DAY:** During Half Time, discuss human trafficking and the need for abolition, then flood social media to create a trend that demands attention.

**WWW.HTCHALLENGE.NET**

For more information visit:  
[www.njhumantrafficking.org](http://www.njhumantrafficking.org)

Contact us at:  
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