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**STOCKHOLM, 14 October 2010**  
**Press Release**



**Launch of Anti-Trafficking campaign – Safe Trip –  
in the Stockholm area on EU Anti-Trafficking Day  
18 October 2010**

On EU Anti-Trafficking Day, the Council of the Baltic Sea States' (CBSS) Task Force against Trafficking in Human Beings (TF-THB), in partnership with the National Support Operations against Prostitution and Human Trafficking (NMT), the County Administrative Board of Stockholm and the National Centre for Knowledge on Men's Violence Against Women (NCK), are launching a collective information campaign to combat human trafficking. The purpose is to reach, inform and assist female victims and potential victims of human trafficking in Sweden.

From 18 October 2010, *Safe Trip* will be displayed at locations in the Stockholm area – initially, at Stockholm international airports, on the metro and on commuter trains – through which victims could be trafficked *en route* to exploitation.

*Safe Trip* is directed at women who have been, or are, at risk of being subject to human trafficking in Sweden, in particular for sexual purposes. The messages of the campaign are formulated in Swedish, English, Romanian, Russian, Spanish and Thai encouraging the women who are exploited to call the Swedish national telephone support line for women subjected to threats, violence and sexual assault – *Kvinnofridslinjen* 020-50 50 50.

[www.safetrip.se](http://www.safetrip.se)

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