



**FOR IMMEDIATE RELEASE**  
**January 11, 2022**

**PORT OF PALM BEACH'S MEDIA CONTACT**

Yaremi Farinas  
561-319-0098  
yfarinas@portofpalmbeach.com

**BEST MEDIA CONTACT**

Mar Brettmann  
206-724-8246  
mar@bestalliance.org

**PORT OF PALM BEACH LAUNCHES CAMPAIGN TO ASSIST HUMAN TRAFFICKING VICTIMS**

**Riviera Beach, FL.** – In observance of Human Trafficking Awareness Month, Port of Palm Beach is taking steps to prevent human trafficking by joining the *Not Alone* campaign, a nationwide campaign dedicated to encouraging victims of human trafficking to seek help.

The *Not Alone* campaign was conceived and launched by Rebekah Covington, a survivor of human trafficking and the Corporate Relations Manager at BEST (Businesses Ending Slavery and Trafficking).

“When people are trafficked, they feel isolated and with an inability to leave the situation,” explained Covington. “That’s why we prioritized working with people who have lived experienced of trafficking throughout the creation of this campaign. We want people experiencing a trafficking situation to see signage that speaks directly to them and gives individuals hope that they are not alone -- that there is a way out of whatever terrible situation they are in.”

Thanks to Covington’s vision, *Not Alone* is one of the first national campaigns to focus primarily on victim and survivor self-identification rather than general public awareness. As part of the campaign, Port of Palm Beach will be adding multi-lingual signage across our properties. In addition, Port of Palm Beach will be making BEST’s *Ports to Freedom* human trafficking prevention training available to employees and port workers throughout the month of January.

Manuel Almira, Port Executive Director stated, “We are doubling down on our commitment to ending human trafficking. By displaying these posters throughout our Port, we aim to make sure that anyone who sees them knows that they can get help.”

According to the National Human Trafficking Hotline website the state of Florida has the third-highest rate of human trafficking cases reported across the country.

“Every January for the past five years now, we’ve focused on promoting awareness and education among Port staff, our tenants and stakeholders,” said Port of Palm Beach Board Chairman Joseph Anderson.

“In the past, we’ve held human trafficking workshops at the Port and last year we trained all our employees on how to spot and report a suspected case of human trafficking.”

“Campaigns like *Not Alone* and the online training courses that BEST provides have been proven to increase reporting of trafficking.” said BEST’s CEO, Dr. Mar Brettmann. “We are absolutely thrilled to see Port of Palm Beach make such a positive difference for their community.”

The multilingual *Not Alone* posters and BEST’s online training directs individuals to contact the National Human Trafficking Hotline. Anyone can call 1 (888) 373-7888, text 233733 (BEFREE), or chat online at <https://humantraffickinghotline.org/>. The Hotline is free and available 24/7/365. It is available in English and Spanish, in addition to 200 other languages.

---

**BEST (Businesses Ending Slavery & Trafficking)** is a Seattle-based nonprofit that educates employers to prevent human trafficking and creates pathways to employment for survivors. Founded in 2012, BEST has trained more than 11,000 employers in the hotel, aviation, maritime, and transportation industries to recognize and respond to potential cases of human trafficking at their workplaces. To learn more, visit <https://www.bestalliance.org/training.html>.

### **About Port of Palm Beach**

Located in Riviera Beach, the Port of Palm Beach is a full-service, diversified port, offering cruise and cargo services to more than 30 onsite tenants and users. At 162 acres, the Port’s efficiency is unparalleled, processing more than \$7 billion in commodities, 2.5 million tons of cargo, and 500,000 cruise passengers annually. As one of the largest employers in Palm Beach County, the Port of Palm Beach and its tenants employ more than 2,850 people. Through the contribution of more than \$185 million in business revenue and \$17.5 million in tenant-contributed state and local annual tax revenue, the Port of Palm Beach is a large economic engine in South Florida. For more information, visit [www.portofpalmbeach.com](http://www.portofpalmbeach.com).