

MEDIA RELEASE

For immediate distribution

27 June 2014

Nominate a 'stella' man in your life

The Salvation Army is again partnering with Australian anti-human trafficking charity Project Futures for this year's national campaign 'Stella Fella' and now is your chance to nominate a man who is a positive influence and role model in the community.

The Stella Fella campaign aims to publicly recognise men who demonstrate integrity and a commitment to protect and value all women whilst raising awareness of the reality of human trafficking and modern slavery in Australia.

"Nominations provide a great chance to celebrate the 'good guys' we all know and recognise them for their positive contributions in the community," says Project Futures CEO Stephanie Lorenzo.

"It is also an opportunity to consider how we can encourage men to become part of the solution in the issue of human trafficking," Ms Lorenzo says.

This year, there will be winners in two categories with the introduction of the 'Rookie Stella Fella' for males under the age of 18.

The winners will earn the opportunity to work with the Project Futures team in raising awareness amongst the male community, and one of them will go on a trip of a lifetime to Cambodia with the Project Futures International Challenge in 2015.

Online nominations close on 30th July with winners to be announced at the Sydney Black Tie Finale Ball to be held at Dockside Group's newest venue in Sydney, The Pavilion in Darling Harbour on Saturday 16th August 2014.

Stella Fella Friday will also be held again this year on Friday 15th August 2014 to encourage positive conversations about human trafficking and modern slavery through the wearing of bow ties.

All funds raised through the sale of Stella Fella bow ties, handkerchiefs and bow tie clips will go directly to the work of The Salvation Army's Safe House for Trafficked Persons- the only one of its kind in Australia.

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To nominate a friend, purchase a bow tie or for more information on how you can be involved, head to **www.stellafella.com**.

Project Futures is an Australian not for profit organisation that exists to raise awareness and funding with the aim of combating human trafficking globally. The organisation is run by a powerful and passionate network of socially engaged professionals. Funds raised through Project Futures initiatives go towards local and international anti-trafficking projects of which Project Futures are partnered with.

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