



Lyft Las Vegas Drivers Receive Human Trafficking Prevention Education

LAS VEGAS (Jan. 21, 2020)- Lyft continues to expand safety features for passengers in Las Vegas by partnering with Businesses Ending Slavery and Trafficking ([BEST](#)), to provide human trafficking prevention education sessions for Lyft drivers on Feb. 5 at the Lyft Las Vegas Hub. BEST will facilitate five sessions that will help Lyft drivers learn to recognize the indicators of human trafficking and what to do if they suspect that one of their riders may be a victim of human trafficking. The sessions are being sponsored by the [Dressement Foundation](#), which is dedicated to restoring the lives of human trafficking victims and survivors worldwide.

"Lyft drivers are in a rare position to spot human trafficking. We are excited to partner with Lyft in this new training initiative to educate drivers on how to identify human trafficking and equip them with resources should they suspect their passenger is a victim of human trafficking," says Marissa Peden, Director of Strategic Partnerships at the Dressement Foundation.

Lyft's human trafficking prevention aligns with the company's strong commitment to building and maintaining safe communities. Recently, Lyft expanded its safety features which includes in-app emergency assistance for both drivers and passengers.

"Human trafficking victims are one of the most vulnerable populations," says Lousia Choi, general manager of Lyft Nevada. "This unique training opportunity will give our drivers the necessary tools to spot the threat of human trafficking and how to appropriately respond."

The problem of human trafficking is wide-spread, with over 40 million people estimated to be living in modern slavery, worldwide. Some statistics about human trafficking in Nevada:

- According to a [National Human Trafficking Hotline](#) report from 2017, Nevada ranked tenth in the nation for total number of human trafficking cases, with more than 90 percent of the state's cases being sex trafficking reports.
- In a 2017 annual report, The Nevada Coalition to Prevent the Commercial Sexual Exploitation of Children estimated that 5,687 victims of child sex trafficking were living in Nevada.
- In 2019, the FBI led a monthlong operation nationwide to identify and arrest sex traffickers and recover child victims. Dubbed "[Operation Independence Day](#)," the FBI identified or recovered over 100 victims of child sex trafficking across the country, with most victims being identified or recovered in Las Vegas.

“We know that many people who are trafficked do not own cars. They often use rideshares,” explains Mar Brettmann, CEO of BEST. “Their controllers may be transporting them to work in a forced labor situation or a victim may be traveling to meet a sex buyer. These education sessions will help Lyft drivers learn the indicators of human trafficking and how they can safely report it.”

About Lyft

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people’s lives with the world’s best transportation, and is available to 95 percent of the United States population as well as select cities in Canada. Lyft is committed to effecting positive change for our cities and making cities more livable for everyone through initiatives that bridge transportation gaps, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships.

About Businesses Ending Slavery and Trafficking (BEST)

Businesses Ending Slavery and Trafficking (BEST) is a Seattle-based nonprofit organization with the mission to align and equip leaders to use the power of business to prevent human trafficking. BEST is the first organization in the country dedicated entirely to working with businesses to disrupt human trafficking. BEST has provided consultation and training to hundreds of businesses on how to prevent human trafficking. For more information visit bestalliance.org.

About Dressemer

The Dressemer Foundation is an organization utilizing fashion and creativity to further the work of anti-trafficking work here in the United States and around the world. Through their collaborative fundraising approach, communities are equipped to meaningfully engage in the fight to end human trafficking resulting in raised public awareness, individuals protected, and lives restored. Learn more at www.dressemer.org.

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