



FOR IMMEDIATE RELEASE

BEST Partners with Lyft to Educate Drivers on Human Trafficking Prevention

MIAMI (January 7, 2020) – Today, Business Ending Slavery and Trafficking ([BEST](#)) announced its partnership with Lyft, a transportation network, to provide education for drivers around human trafficking prevention. BEST will provide four human trafficking prevention sessions for [Lyft](#) drivers at Lyft's Miami Driver Hub in advance of February's big game and in alignment with Human Trafficking Awareness Month. BEST will lead educational sessions for Lyft drivers on January 9-10 and 13-14. These sessions are sponsored by the [Dressember Foundation](#), which is dedicated to restoring the lives of human trafficking victims and survivors worldwide.

The four driver education sessions will help Lyft drivers learn how 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.

"We are excited to partner with Lyft in this new education initiative to help drivers learn 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 Dressember Foundation.

Lyft is dedicated to building and maintaining safe communities. Last year, Lyft launched more than 15 new safety features—including in-app emergency assistance for all riders and drivers.

"Lyft is proud to work with BEST to provide human trafficking prevention education for our drivers ahead of Miami's biggest event in February," said Ariel Meyer, Regional Director for Lyft Florida. "We believe in working to better our communities and taking action toward our goal of making Lyft the safest form of transportation for our riders and drivers."

Florida ranks third in the United States in human trafficking cases reported, behind California and Texas, according to the National Human Trafficking Hotline. With Miami hosting February's game, the city is anticipating that over a million people will attend events.

"According to survivors of labor and sex trafficking that BEST has interviewed, people who experience human trafficking are frequently in driving services for transportation," explains Mar Brettmann, PhD, CEO of Businesses Ending Slavery and Trafficking. "Their controllers may be transporting them to work in a forced labor situation or a victim may be traveling to meet a sex buyer. Lyft drivers have the opportunity to offer assistance to human trafficking victims who are traveling alone or to report suspicion of abuse to 911 or the human trafficking hotline."

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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.

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 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.

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