



# Human Freedom Music Awards

## WHAT ARE THE HFMA'S?

The Human Freedom Music Awards are the movement behind a **million-dollar award pool** created by Humans Against Trafficking, a 501(c)(3) non-profit. The awards will go to the artists that create the most impact in the fight against human trafficking. Our lead judges are the band OneRepublic.

## WHY SHOULD YOU GET INVOLVED?

Pop culture normalizes and even glamorizes commercial sex, creating myths and passive tolerance. Movies and TV portray sex trafficking as something that only happens through kidnapping, or to far away girls smuggled across the border. Music lyrics promote women as objects, pimps as streetwise heroes, and paying for sex as cool. The truth is that victims are lured and manipulated because of their powerless circumstances, the average age of recruitment is just 14 years-old, and demand is growing in every part of the world, especially the US where hundreds of thousands of people are being exploited as you read this. Those are difficult facts to understand and even harder to talk about. **But you can change this tragedy with your music.**

## HOW DO THE HFMA'S WORK?

The Human Freedom Music Awards put up a million-dollar award pool to incentivize, support and nurture a vast community of artists to create and popularize music that dispels these myths, displaces songs that fuel exploitation, and ultimately change culture. Artists will be rewarded not only for their number of streams, but also on how well they engage their fanbase to get involved. Similarly, fans will be rewarded not only for hashtags/shares, but also on how well they activate their friends. **A thousand songs will flood the airwaves, a thousand bands will be supported in building their careers, and millions of fans will be engaged and activated.**

## HOW CAN YOU HELP?

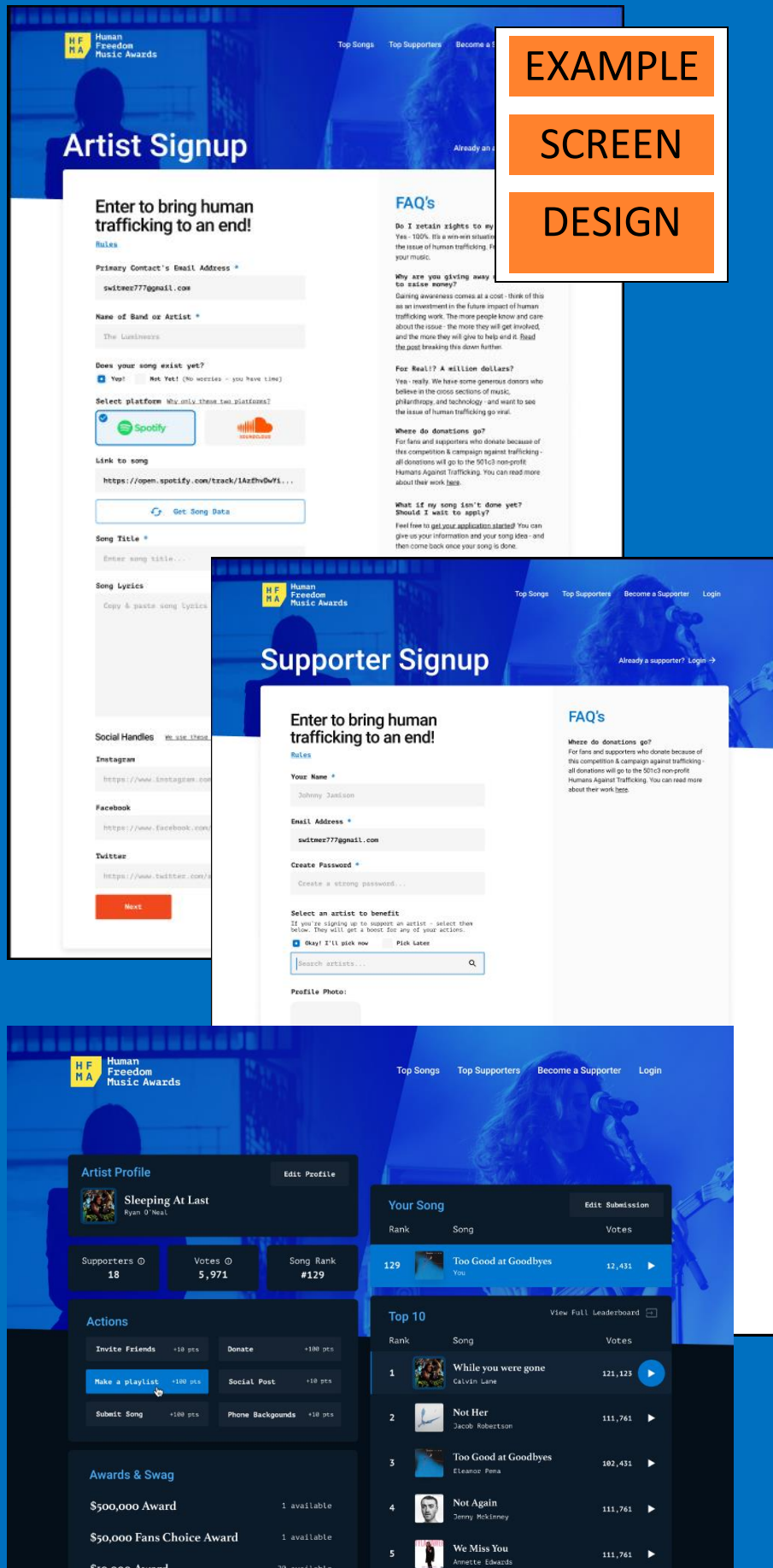
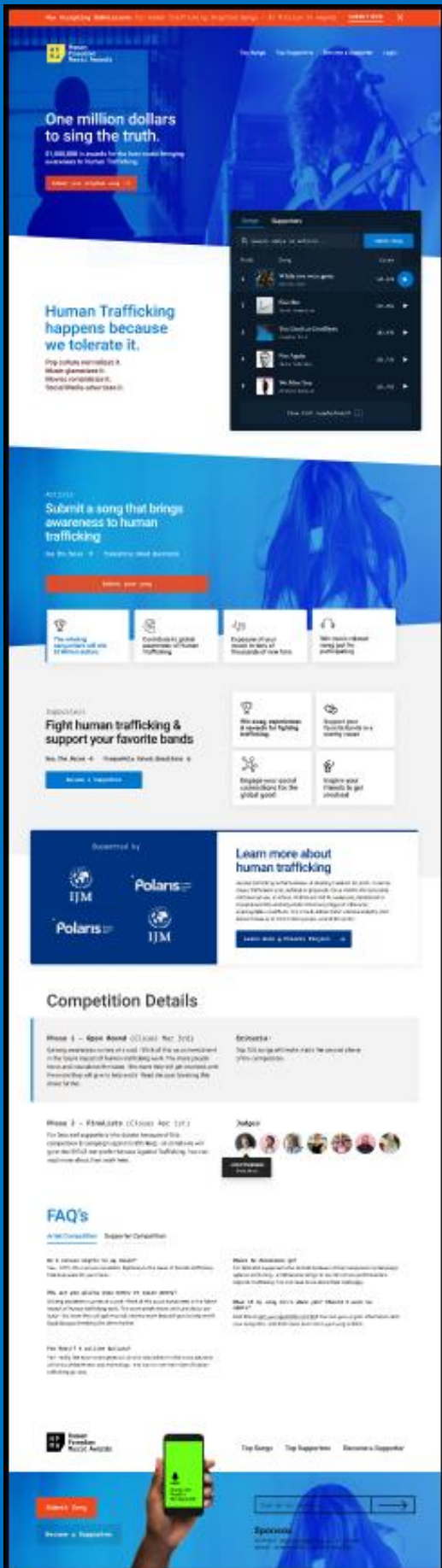
Humans Against Trafficking has designed the movement platform and the AI-based technology to measure the real impact. We're now recruiting influential artists who are as opposed to human trafficking as we are and want to join us in the fight by championing these awards. We plan to launch in Fall 2020. You can help by doing any of the following:

1. **Sharing** this idea with others you think may be interested.
2. Lending your **name** as a supporter.
3. **Judging** the artist's songs.

We would love to answer all your questions! Just call or text us at **(858) 204-0453**, or send us a quick email at [info@humansagainsttrafficking.org](mailto:info@humansagainsttrafficking.org).

## OUR TEAM

Roger Martin retired as an SVP of Strategy after 25 years at Qualcomm. He brings broad technical vision and platform strategy.	Drew Shirley plays guitar for the Grammy-winning band, Switchfoot. He brings 20 years of artist experience and relationship building.	Brad Gibson is the business manager for Grammy-winning band, Twenty-One Pilots. He brings expertise in the business of music.
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EXAMPLE  
SCREEN  
DESIGN