



WHAT ARE THE HFMA'S?

The [Human Freedom Music Awards](#) are the movement that unites artists and fans against human trafficking. Backed by a **million-dollar award pool**, and supported by such artists and producers as OneRepublic and Mike Elizondo, the HFMA was created by [Humans Against Trafficking](#), a 501(c)(3) non-profit. The awards will go to the artists whose songs create the most positive impact in the fight against human trafficking.

WHY SHOULD YOU JOIN OUR COMMUNITY OF ARTISTS?

We've all heard music that glamorizes the sex trade, creating myths and passive tolerance. Lyrics often 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 10 million kids are being exploited worldwide 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 exists to support and nurture a vast community of artists to create and popularize music that displaces songs that fuel exploitation, and ultimately change minds. Artists will be recognized not only for the quality of their music, but also on how impactful it is in changing minds. 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 launched 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. 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. [Submitting a song](#) of your own for the awards.

We would love to answer all of your questions! Just send us a quick email at hfma@humansagainsttrafficking.org.

OUR TEAM

Roger Martin retired as an SVP of Strategy after 25 years at Qualcomm. He brings broad technical vision and leadership.	Drew Shirley plays guitar for the Grammy-winning band, Switchfoot. He brings 20 years of music industry 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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