



For Immediate Release

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Lane Transit District

LTD Joins the Blue Campaign To Fight Human Trafficking

#WearBlue Jan. 11

EUGENE, Ore. ---(Jan. 7, 2022)--- Lane Transit District (LTD) will join the Blue Campaign set to launch on Tuesday, Jan. 11, 2022, by the U.S. Department of Homeland Security to raise awareness about human trafficking and to connect victims with the resources they need. Blue is designated as the international color for human trafficking awareness.

“In joining the Blue Campaign, LTD is encouraging community members to wear a blue clothing item on Tuesday, Jan. 11, and then post a selfie using #WearBlue on their social media posts to show support for the victims of human trafficking,” said Pat Walsh, LTD’s marketing and communications director. “This is an international crime with tentacles that reach into every community in our nation, oftentimes right under all of our noses.”

The Department of Homeland Security has provided public transit organizations with posters, flyers, brochures, and other materials with information about human trafficking, including helpline text and toll-free phone numbers, as well as other resources that are available for victims, and those who suspect human trafficking activity. LTD has brochures and helpline information cards available at the Customer Service Center in Eugene. The District has shared Homeland Security resources with community partners and has installed posters with helpline information on its buses provided by the Springfield Rotary Club’s End Human Trafficking Campaign.

“By raising awareness about this crime we connect our community members, to support the collective good work of the Eugene and Springfield police departments, Lane County Sheriff’s Office, Travel Lane County, Oregon Restaurant and Lodging Association, Springfield and Eugene Chambers of Commerce, Mereté, Springfield Rotary Club and others engaged in the fight,” Walsh said. “The Blue Campaign is an ongoing effort to encourage victims to seek help and for community members to become better informed about this heinous crime.”

Information about human trafficking and [Blue Campaign](#) is available on the Department of Homeland Security website. Blue Campaign [resources](#) are also available online.

To view the Department of Justice’s [victims and survivors resources](#) page, visit the DOJ website.

The U.S. Department of Health and Human Services has also published information about [human trafficking prevention](#) on its website.

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About Lane Transit District (LTD)

LTD provides more than 10 million boardings per year on its buses and EmX Bus Rapid Transit line in Lane County, Oregon. Encompassing the Eugene-Springfield metro area, LTD is a special district of the State of Oregon and led by a seven-member board of directors appointed by Oregon's governor. LTD also operates RideSource, a paratransit service for people with disabilities, and numerous transportation options programs to promote sustainable travel county-wide.