



Dear Partner,

New Jersey is about to step onto the world stage. In 2026, the **FIFA World Cup 2026** will bring more than one million visitors to our region, with the final match at **MetLife Stadium** on July 19. At the same time, our nation will celebrate the **United States Semi-quincentennial** — the 250th anniversary of American independence.

Large international events can create conditions that traffickers exploit. But human trafficking is not limited to major events. It happens every day across New Jersey. With our proximity to New York and Philadelphia, along with major airports, ports, and transportation corridors, our state remains a year-round target.

- **This moment presents a powerful opportunity — and a responsibility.**
- **You and your organization are uniquely positioned to help stop it.**
- **Getting involved costs nothing — and it could save a life.**

The **New Jersey Department of State** — through the **New Jersey Business Action Center**, **NJ Faith Action Center** and the **Governor's Office of Volunteerism** — is calling on partners across the state to join the fight against human trafficking.

Join us in showing the world what New Jersey stands for — and stands against! Together, we can make a difference — not just during the World Cup and America's 250th celebration, but every single day.

With purpose and partnership,

Business Action Center

Faith Action Center

Governor's Office of Volunteerism

Here is how you and your organization can act today:

1. Learn the Signs — Visit the DHS Blue Campaign

Educate yourself and your team on how to recognize the indicators of human trafficking and how to report what you see. Knowledge is the first line of defense.

 www.dhs.gov/blue-campaign

2. Sign Up for Free Training for Your Team

Free web-based training from the U.S. Department of Homeland Security. In less than an hour, your entire team can be equipped to recognize and respond to suspected trafficking.

 www.dhs.gov/blue-campaign/blue-campaign-training

3. Order Free Posters and Materials for Your Business or Organization

Display awareness materials where your customers and employees can see them. Free posters, wallet cards, and handouts — available at no cost with free shipping.

 www.dhs.gov/blue-campaign/request-materials

 **Report Suspected Trafficking**

LOCAL: 911 National Hotline: 1-888-373-7888 (24/7) Text: HELP or INFO to 233733