

# Traffic Jam @ a Glance

June 22, 2008

6-9pm

Boomers Night Club (all ages event/no alcohol)

## **Purpose:**

Awareness and fundraiser to stop human trafficking

<b>Rock Bands competing</b>	– 7 teams
<b>Solo competition</b>	– 4 individuals
<b># people attend</b>	– 200
<b>\$ raised</b>	– \$1500 (Shared Hope matching initiative equals \$2300)

## **Promo:**

Posters - around town (our downtown core)

Posters - all four high schools in Vernon

Shaw TV - (local cable station) taped & aired a couple minute segment

Newspaper – Vernon community paper (Morning Star) wrote 1 page article,

Okanagan Valley arts & culture monthly newspaper (Off-Centre) ¼ page ad and full-page article in June issue

Radio – 2 for 1 ad buy plus additional mentions and two on air interviews

Website – <http://trafficjamvernon.wordpress.com>

## **MC:**

Sun FM local Vernon radio station DJ - April Lyn

## **Summary:**

People paid \$60 to enter a four-piece team to compete for prizes playing the popular video game ROCK BAND. We charged \$7 at the door for general admission and also interspersed the live local Vernon rock bands with the video game playing. Three real local rock bands took the stage to play a short set of 3-4 songs. The local bands helped draw their fans out. One of the bands was from a local high school that helped get a bunch of their friends out for the event. God opened the doors for us as the three bands, the nightclub, MC, security and audio company all participated FOR FREE. The nightclub even had their DJ and a waitress volunteer her time to serve water and pop. We had Talkin Donkey staff on hand (volunteering) and some portable machines to sell some of our beverages.

We had three interactive stations set up to engage people in the issue. One was on fairtrade chocolate and children who are trafficked to harvest cocoa beans in Africa. Another called Freedom Wall where we lined the wall with paper and gave people permission to write or draw on it their thoughts & feelings towards the issue or for those who are caught in it. The third station was a colouring station for kids with the 'Chaga & The Chocolate Factory' storybook from [www.stophetraffik.org](http://www.stophetraffik.org). Outside the venue we had a create your own t-shirt table where for a minimum \$5 suggested donation you

could pick a stencil and spray paint your own t-shirt. We've seen these shirts around town since the event.

After two rounds of competition, we took the stage to speak on the issue of Human Trafficking. Jen (of the Talkin Donkey) covered the cheap labour side of trafficking and Clint (of SendTheFire.ca) covered the sexual exploitation side of trafficking. The crowd was tuned in and attentive. We had Human Trafficking stats scrolling on one screen for most of the night. After we finished, a young man from Teen Challenge (a graduate) performed a live version of a rap / hip hop song he WROTE specifically for our event! It was awesome. He sold copies of the song on CD afterwards and at the end of the night gave us the proceeds (\$42)!

At the end of evening when people were leaving we gave each person a free fairtrade chocolate bar and handout with 6 actions they can take now to stop human trafficking. We also invited everyone to join us at the Talkin Donkey the following Sunday, June 29, 2008 to view a documentary on Human Trafficking, break into groups for conversation and then plan out actions that we'll take in the next 3 to 6 months in regards to combating the issue.

We were impressed by how many people came out to support the cause and who helped setup and run the event and don't share the same faith background as us. It seems social justice is common ground to unite us and useful for forming relationships and helping people journey towards the Kingdom.

We look forward to God continuing to stir the hearts of our community regarding Human Trafficking and use this event as a catalyst for action. Only God knows what's in store but over the next year as we walk out our action plan we hope to share more encouraging stories on how He's moving his people and the community of Vernon, BC to stop Human Trafficking.

**\*\*NOTE** – we have the all the Traffic Jam event materials packaged and ready to share for free with anyone who wishes to run their own event.

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