**FOR IMMEDIATE RELEASE:**XX XX, 2021

**CONTACT:**XXX; XXX

**[INSERT COMMUNITY] [INSERT DISTRIBUTOR] Commits to Fighting Human Trafficking Upon Launch of Texas Statewide Initiative**

*[Distributor] partnering with Wholesale Beer Distributors of Texas to train XXX employees on how to spot and report signs of human trafficking in launch of statewide campaign*

**CITY, Texas** – The *Wholesale Beer Distributors of Texas (WBDT)* recently launched *DISTRIBUTORS ON ALERT,* the association’s statewide Texas initiative to empower distributors with the necessary training from *Texas Alcoholic Beverage Commission* and support to spot and report human trafficking. Today, [INSERT DISTRIBUTOR] announced it is dedicating itself to combating human trafficking throughout [INSERT COMMUNITY]. Over the past few years, WBDT members have partnered with the *National Beer Wholesalers Association* to drive awareness and mobilize distributors to fight human trafficking by educating employees like [INSERT DISTRIBUTOR’S] to recognize and report its signs.

“As a local business, [INSERT DISTRIBUTOR] is always looking for ways to make a difference in [INSERT CITY/TOWN],” said [INSERT NAME, INSERT POSITION]. “Sadly, every community is vulnerable to the horrors of human trafficking, and [INSERT CITY/TOWN] is no exception. The hardworking men and women of [INSERT DISTRIBUTOR], who visit h­undreds of licensed retail locations each week, are now prepared to be an extra set of eyes and ears on the ground in the fight against human trafficking.”

Since 2018 when TABC began providing education to businesses to spot and report suspected human trafficking, the agency received a 275% increase in reports, 287+ victims were rescued and identified, and more than a dozen TABC permits were cancelled related to human trafficking.

[INSERT NUMBER] of [INSERT DISTRIBUTOR] employees participated in the national efforts, and [INSERT DISTRIBUTOR] is proud to commit to receive the tools and resources in this statewide initiative to help them spot suspicious behaviors and alert authorities while on their routes.

[INSERT DISTRIBUTOR] employees visit more than XX retail establishments across the state, including bars, restaurants, hotels, convenience stores, package stores, sports arenas, and grocery stores. They are uniquely positioned to combat this heinous crime, given their access to locations often unseen by the public.

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[INSERT DISTRIBUTOR COMPANY BOILERPLATE]

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