

PRESS RELEASE

[free-them]

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Independent Arbonne Consultants support [free-them] to Raise Awareness and Funds to Abolish Global Human Trafficking

Toronto, November 16, 2011 - Today, independent Arbonne consultants have announced their assistance with the fight against human trafficking in Canada by joining anti-human trafficking organization, [free-them] and founder Shae Invidiata in raising funds and awareness. Arbonne independent consultants have chosen to take a stand against human trafficking by hosting, No-vember Human Trafficking. The event will feature a special presentation of Arbonne cosmetics and skin care products available for order to the public.

Independent Arbonne consultants, together with [free-them] are pleased to invite you to attend:

What: No-vember Human Trafficking
When: Thursday, November 24
Where: Agora Café, 3015 Dundas St., W
(Dundas St., W and High Park)
Time: 7 p.m. – 10 p.m.

Arbonne prides itself on creating botanically based skin care, cosmetics and healthy living products. Presenting the natural product benefits of Arbonne products will be District Manager, Lori Folkerson. In addition, members of [free-them] will be available to answer questions and accept donations.

Founder of [free-them] Shae Invidiata says, “Human trafficking is the world’s fastest growing crime. People are in slavery all over the globe, in Canada – in our own backyards. At [free-them] we are excited to have Arbonne independent consultants join the fight to end human trafficking by hosting, No-vember Human Trafficking”.

All commissions from sales made at this special preview will be donated to, [free-them].

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About Shae Invidiata and [free-them]

Invidiata moved to the United States at 18 to pursue a degree in Advertising at Hawaii Pacific University, which is where her journey began in her fight against human trafficking. Seven years later, with an associates in Marketing from HPU and a BA in Religious Studies from The University of British Columbia, Invidiata works fulltime as a Sales Representative at The Invidiata Team - #1 REMAX Team in Canada, and #2 RE/MAX Team Worldwide 2010. In January 2010, Invidiata officially founded [free-them], an initiative dedicated to raising awareness and funds to abolish human trafficking in Canada and abroad by partnering with people, organizations, & businesses to fight human trafficking - slavery today. Invidiata regularly speaks at different high schools, professional groups and events to educate and bring awareness and action to fighting human trafficking. [free-them] has lead and organized different events all over Toronto and the GTA, such as the panel Buying Sex Is Not A Sport at The University of Toronto, premiering and bringing the film Call+Response to Toronto, hosting our 2nd Annual Freedom Walk in Toronto, to seeing Criminal Codes amended. [free-them] played a strong role to see MP Joy Smith's Bill C-268 (a minimum mandatory sentence of 5 years for traffickers caught trafficking minors in Canada) amend the Criminal Code in Canada, Bill C-268 received Royal Assent in June 2010. Invidiata has sat on round table discussions for MPP Kevin Flynn in the efforts to create new policies that were brought before the Legislators in June 2011. Invidiata with [free-them] is one of the founding Coalition members to forming the first Ontario Anti-Human Trafficking Task Force. On October 3, 2011 MP Terence Young gave his Members Statement-S031- in the House of Commons to recognize the work of Shae Invidiata and her efforts with [free-them] to combat human trafficking. Invidiata and [free-them] have appeared on and been interviewed by many different media sources, including but not limited to, The Toronto Star, Much Music, CTV, CP24 News, The Morning Live Show CHCH News, The Daily Show Rogers TV, 106 The "X", The Drew Marshall Show Joy 1280, Metro News, Inside Halton, SNAP Toronto, and SNAP Oakville. Most recently Invidiata has been nominated by Canadian Women's Fashion Magazine Chatelaine as a Top 20 Finalist for "Canada's Women of the Year 2011" for her work and dedication to fight human trafficking and raise up others to join in the worthy fight. For more information about [free-them] and their ongoing efforts please visit their website at www.freethem.ca. For additional information about Invidiata's Chatelaine nomination, please visit www.chatelaine.com/womenoftheyear

About Arbonne:

The idea to provide skin care products unparalleled in quality and effectiveness developed in Switzerland in 1975, when one man, Petter Mørck, together with a group of leading bio-chemists, biologists and herbalists, fulfilled his vision and founded Arbonne. Arbonne's skin care products, based on botanical principles, became a reality in the United States in 1980 and are now shared throughout the world through Arbonne's network of independent consultants. Building on these same founding principles, Arbonne's product line has since grown to include both inner and outer health and beauty products that are unparalleled in quality, safety, value, benefits and results. For more information please visit, www.arbonne.ca

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