



# FIRST ANTI-TRAFFICKING APP LAUNCHED IN PARLIAMENT AND BACKED BY HARD ROCK CAFE

***Available now on the Apple App Store***

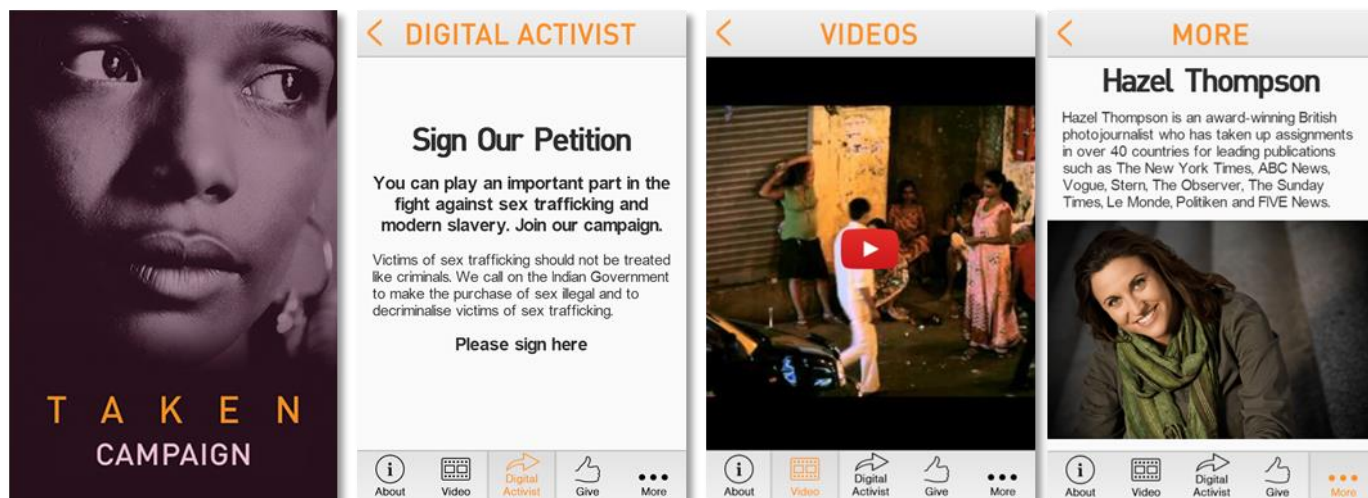
To download the app: <https://itunes.apple.com/us/app/taken-campaign/id717179884>

New Taken Campaign app will help users take action to fight trafficking and modern slavery in India today and inspire a new generation of digital activists.

United Kingdom - October 18, 2013 – The Taken Campaign app, launched by Jubilee Campaign, allows users to become a 'Digital Activist' and provides the resources, tools and information to take action against trafficking. The Taken Campaign launches in association with award winning photojournalist Hazel Thompson's ground-breaking new ebook Taken.

***“Digital Media is giving us all a great opportunity to become digital activists. Download this app to get involved, make a difference and become a modern day activist.”***

Marc Carey  
European Marketing Director  
Hard Rock International



This app features:

- 8 exclusive behind-the-scenes videos detailing Hazel Thompson's undercover investigation
- A petition to support important legislative changes
- Facebook, Twitter and social media integration to help Spread the Word
- Detailed briefing paper will help explain the issues
- Methods to Support organizations which are directly engaged on the ground
- Donate to the rescue mission for girls and women in Mumbai's red light district
- and more!

Award winning photojournalist Hazel Thompson spent over ten years investigating Mumbai's sex trade and during this time she spent more than 6 months living in the Kamathipura district, gaining unprecedented

access into one of the largest sex industries in Asia. The Taken Campaign is a direct result of Hazel's investigation and this app provides a toolset for 'Digital Activists' to take action against trafficking and sex slavery.

The Taken Campaign app was launched at a meeting in Parliament to mark Anti-Slavery Day (October 18, 2013). The meeting was hosted by Lord Alton and Fiona Bruce MP who said, "**This is the first time a human rights App has been launched in the House of Commons. I hope people will download it and get involved.**"

- Media coverage for Taken in Observer/Guardian Online: <http://www.theguardian.com/world/2013/sep/28/trafficked-india-red-light-districts> and British Vogue: <http://www.vogue.co.uk/news/2013/10/10/storm-models-backs-taken-sex-trafficking-book>
- Please visit <http://www.takenebook.com> for more info on the Taken Campaign and the Taken ebook.
- To view the Taken trailer: <http://www.youtube.com/watch?v=9yJI19Jd-rQ>

**To download the Press Kit:** [http://www.jubileecampaign.co.uk/TakenPress/TakenCampaign\\_Press\\_Kit.zip](http://www.jubileecampaign.co.uk/TakenPress/TakenCampaign_Press_Kit.zip)

The Taken Campaign App is available free worldwide from the Apple App Store, available for iPhone, iPad and iPod Touch, requires iOS 4.3 or later.

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If you would like more details on the Taken Campaign, or you would like to schedule an interview, please contact:

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The 'Taken Campaign' App was developed by JigglyPig Apps  
<http://www.jigglypigapps.com>