

RECLAIMING A TITLE

On Dec. 9, 2010, in Lexington, Ky., a group of 20 young adults, primarily Asbury University students, crammed into a 1964 Volkswagen Beetle --- as a challenge to the Guinness World Record™ set in November 2009 by 17 VW enthusiasts at the Pasco Bug Jam in Dade City, Fla.

"I was amazed that we could get 17 into the old Bug, breaking the record of 15 set in 2008," said Carol Jeffares Hedman, Bug Jam coordinator. "I don't see how we can possibly get 21 into an old Beetle --- but we're going to try. We want the record back."

So, on Sunday, Nov. 13, 2011, at the 23rd annual Pasco Bug Jam, 21 people are going to try and reclaim the title for the most people crammed into an old-style VW Beetle.

To comply with Guinness rules, all participants must be at least 5 feet tall and 18 or older. Rules also call for all seats, steering wheels, mirrors, and other interior equipment to be in place. Windows and doors must be closed and remain closed for at least 5 seconds.

The Pasco Bug Jam, the largest VW show in the Southeast and second largest in the country, is hosted by the Pasco County Fair Association Inc., a non-profit 501 (c) 3 organization. Proceeds from the Bug Jam go to non-profit organizations, including All Children's Hospital and Suncoast Harvest Food Bank.

When the Asbury University student group hosted their "Feats 4FRDM Car Cram" last year, they did so to launch the Stop the Traffick Freedom Drive, a campaign that uses the "people's car" to combat the buying and selling of people. Now the record-setting Beetle employed in the Kentucky car cram, recently dubbed "Miles," will hit the road this summer as the world's first international abolitionist spokescar.

On July 27 Miles is slated to set out on a 2,700-mile road trip with advocacy film screenings in 15 U.S. cities. The target goal of the tour is two fold: raising awareness and \$2.7 million in support of four organizations who fight human trafficking.

Through the Bug Jam's efforts to reclaim the title, Hedman said she hopes to also spotlight the Freedom Drive's fund-raising efforts by focusing on the four

non-profit organizations: Word Made Flesh, The Salvation Army, Not For Sale, and International Justice Mission.

Word Made Flesh, headquartered in Omaha, Neb., was founded in 1991 by a few students studying at Asbury University as a non-profit organization to serve among the vulnerable of the world's poor. In 1994 it opened its first children's home in Chennai, India, focusing primarily on pediatric AIDS care. Since then it has established homes in Asia, Latin America, Europe and Africa.

In 2004, The Salvation Army developed the PROMISE model --- an acronym for Partnership to Rescue our Minors from Sexual Exploitation --- to combat sexual trafficking of children. In January 2005, the PROMISE model was launched in Chicago. It includes the formation of a task force that engages in initiating the four main provisions of PROMISE: awareness, prevention, intervention, and service delivery. To insure a holistic approach, specific strategies for implementing these provisions are developed by PROMISE members who represent the social service, education, legal, judicial, healthcare, and law enforcement sectors of the community.

Not For Sale is a campaign that equips and mobilizes "Smart Activists" to deploy innovative solutions to re-abolish slavery in their own backyards and across the globe. These Smart Activists use their own expertise in creative ways to raise awareness and fight slavery, which in turn inspires their peers to do the same. Their initiatives tend to be organic to their peers' passion, skills and purpose in life. Headquartered in Half Moon Bay, Calif., the Stop the Traffick Freedom Drive is affiliated with the Not For Sale Kentucky Chapter.

International Justice Mission is a human rights agency that secures justice for victims of slavery, sexual exploitation and other forms of violent oppression. IJM lawyers, investigators and aftercare professionals work with local officials to ensure immediate victim rescue and aftercare, to prosecute perpetrators and to promote functioning public justice systems.

For more information about Stop the Traffick Freedom Drive, visit the website: www.sttfreedomdrive.com.

For more information about the Bug Jam's efforts to reclaim the Guinness record, visit the website www.pascobugjam.com. The Pasco County Fair Association

does not discriminate against any person on the basis of age, race, color, sex, disability, religion or national origin.

Stop the Traffick Freedom Drive's SLUGBUG Fundraiser

The Stop the Traffick Freedom Drive will also raise money through a "SlugBug" campaign, according to Kyle Schroeder, drive coordinator and associate director of communications at Asbury University.

"In my experience, almost everybody has a VW story, but what if that same group of folks also had a share in the story that stops traffick? With the Freedom Drive, we are offering people enthusiasts and car enthusiasts alike a simple way to throw a punch at the world's fastest growing criminal industry. Using mobile phones, people can text 'SLUGBUG' to 50555 to donate \$10 to fight human trafficking," Schroeder said.

The \$10 donation will be received by Word Made Flesh. Charges will appear on the wireless bill, or be deducted from a prepaid balance. All purchases must be authorized by the account holder and message and data rates may apply. Text STOP to 50555 to STOP. Text HELP to 50555 for HELP. For full terms, go to: www.mGive.org/T. Word Made Flesh has agreed to distribute sttfreedomdrive proceeds, after expenses, equally among WMF, IJM, TSA and NFS.

To find out what cities the abolitionist spokescar is going to or to make an online tax-deductible donation that furthers the work of WMF, IJM, TSA and NFS, visit sttfreedomdrive.com.