ManpowerGroup Fights Human Trafficking Through New Sponsorship

September 1, 2011 at 1:06 PM EDT

MILWAUKEE, Sept. 1, 2011 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, has teamed up with not-for-profit organization Sport Against Trafficking, to support its Row For Freedom campaign to shine an international spotlight on the issue of human trafficking.

(Logo: http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-a)

Row For Freedom is a one-off event that takes place in December 2011 and will see six ordinary girls complete an extraordinary endeavor; to row the Atlantic unaided and attempt a double world record attempt as part of the bi-annual Woodvale Challenge, the world's toughest rowing race. ManpowerGroup is providing financial backing as well as practical support of a range of pre-row fundraiser events including the Great River Race (17th September 2011), an art auction (Art for Freedom — 11th October 2011) and planned activity with MPs on Anti-Slavery Day (18th October 2011).

Working in partnership with other organizations to create awareness of — and opposition to — practices such as human trafficking is a core company value at ManpowerGroup, and it is this ongoing commitment to ethical business practices that helped it secure a place on the Ethisphere Institute's 2011 World's Most Ethical Companies list.

David Arkless, President — Global Corporate and Government Affairs, ManpowerGroup, and President of the End Human Trafficking Now! campaign, explained: "As a Global Corporation ManpowerGroup believes that every individual should have the right to work in a safe and dignified way, without being exploited in any way. Our core company values lead us to fight against the exploitation of any human being, especially the vulnerable.

"I am delighted to support Row For Freedom in their — and our — continuing efforts to eradicate the dreadful use of human beings as commodities. We remain fully committed to the cause of the individual who inadvertently or who with no choice has descended into the desperation of modern day slavery. We call on every responsible Corporation or individual to support this great mission and the equally great effort of the Row For Freedom team."

Human trafficking is one of the largest global organized crimes of the present day — with an estimated 27 million people (half of them children) being trafficked each year , it generates more than pounds Sterling 20 billion annually. As a company, ManpowerGroup is committed to working with and supporting vulnerable groups of society, such as those who suffer the human injustice of human trafficking — being actively involved in the End Human Trafficking Now! campaign, and the first company to sign the Athens Ethical Principles, which have a zero tolerance policy on working with any entity associated with human trafficking.

The brainchild of Julia Immonen, Sport Against Trafficking founder, Row For Freedom launches its pledge to raise 1 million pounds for charities supporting the victims of human trafficking.

She added: "We'll be rowing 24 hours a day, 2 hours on — 2 hours off, for about 40 days to expose the very real problem of human trafficking. Last year more than 700 victims were identified in the UK and without proper support and care, these victims can again fall prey to traffickers and suffer additional physical, sexual and mental abuse. We are so grateful to all our supporters, especially our lead sponsor, ManpowerGroup, who are powerful activists in the fight against human trafficking."

About ManpowerGroup

ManpowerGroup™ (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our $19 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how ManpowerGroup can help you win in the Human Age at www.manpowergroup.com.

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at www.manpowergroup.com/humanage

Follow ManpowerGroup Chairman and CEO Jeff Joerres on Twitter: twitter.com/manpowergroupjj.

About Row For Freedom

Row For Freedom is a Sport Against Trafficking event, aimed at raising awareness of — and putting an end to — human trafficking. Sport Against Trafficking, a not-for-profit founded by Julia Immonen, is working closely with ECPAT UK (End Child Prostitution, Pornography and Trafficking) to campaign the UK Government for safe and supported accommodation and a system of guardianship for child victims of trafficking. Funds raised will strengthen Sport Against Trafficking's pledge to raise 1 million pounds for charities supporting the victims of human trafficking.

Row For Freedom is a one-off event that takes place in December 2011 as part of the bi-annual Woodvale Challenge and sees a double world record

attempt; to be the first six-woman crew to row across the Atlantic unaided, and the fastest female crew ever. Setting off from the Canary Isles, the team will row in two hour shifts — three on, three off — for 24 hours a day to cover the 3,000 mile route to Barbados — taking between 35 and 40 days to complete. The team, led Julia Immonen, are aged between 22 and 45 and come from the UK, Finland, South East Asia and the U.S..

Row For Freedom has attracted significant corporate and celebrity support, from organizations including lead sponsor ManpowerGroup, and celebrities from across sport, music and entertainment including Sir Steve Redgrave, Bear Grylls, Matthew Pinsent, Dermott O'Leary, James Corden, Dame Kelly Holmes, Scouting for Girls and Kimberley Walsh.

For more information on Row for Freedom, visit www.rowforfreedom.com, email rowforfreedom@saltlondon.com, check out the Row for Freedom Facebook page or follow @JuliaImmonen or @DebsBeadle on Twitter.

For more information on Sport Against Trafficking, visit www.sportagainsttrafficking.com, email info@sportagainsttrafficking.com or follow @JuliaImmonen on Twitter.

For more information about ECPAT UK, visit www.ecpat.org.uk.

ManpowerGroup™(NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our $22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how the ManpowerGroup can help you win in the Human Age at www.manpowergroup.com.

ManpowerGroup is the most trusted brand in the industry, being the only company in our industry to be named to the Ethisphere Institute's 2011 World's Most Ethical Companies list for our proven commitment to ethical business practices, including an outstanding commitment to ethical leadership, compliance practices and corporate social responsibility. In addition, ManpowerGroup has also been recognized as the industry leader by *Fortune* magazine, who named the company in first place on its 2011 list of the Most Admired Companies in the temporary help sector.

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at www.manpowergroup.com/humanage

Gain access to ManpowerGroup's extensive thought leadership papers, annual Talent Shortage surveys and the Manpower Employment Outlook Survey, one of the most trusted indices of employment activity in the world, via the ManpowerGroup World of Work Insight iPad application. This thought leadership app explores the challenges faced by employers navigating the changing world of work and provides in-depth commentary, analysis, insight and advice on strategies for success.

Follow ManpowerGroup Chairman and CEO Jeff Joerres on Twitter: twitter.com/manpowergroupjj

SOURCE ManpowerGroup

News Provided by Acquire Media