

**WE SEE YOU**

**PRESS  
KIT**

CAMPAIGN PRESENTED BY

 **HO'OLA NĀ PUA**

# OVERVIEW



## CAMPAIGN NAME

*WE SEE YOU*

## LAUNCH DATE

September 2025

## PHASES

Awareness

Prevention

Reduction

## WEBSITE

[hoolanapua.org/weseeyou](http://hoolanapua.org/weseeyou) (*coming soon*)

## CONTACT FOR MEDIA INQUIRIES

Angie Arias


[angie@hoolanapua.org](mailto:angie@hoolanapua.org)

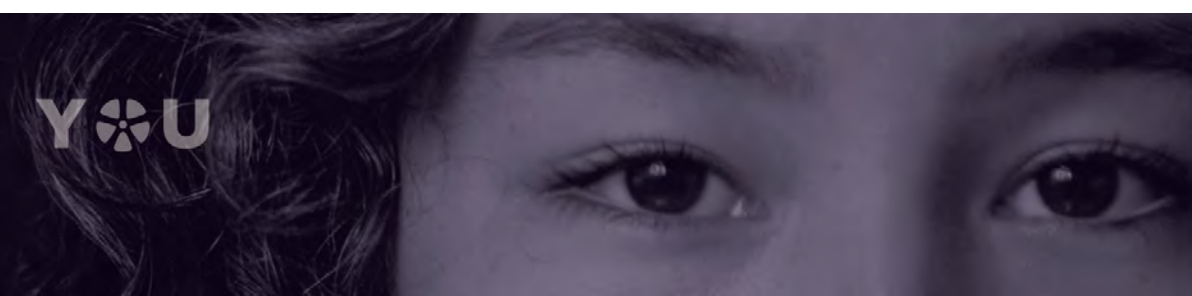
(706) 332-9124

***WE SEE YOU*** is a three-phase multimedia public awareness and education campaign aimed at reducing the demand for child sex trafficking in Hawai'i by equipping communities to recognize, prevent, and respond to child sex trafficking and exploitation.

Through targeted messaging and powerful partnerships, we're tackling demand where it starts: **in our communities, institutions, and culture.**


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# CAMPAIGN GOALS




 Increase community awareness about the reality of child sex trafficking in Hawai'i




 Target and engage the military, university, and tourism sectors with tailored messages




 Equip individuals with tools to recognize red flags and report suspicious behavior




 Decrease tolerance of harmful behaviors that lead to exploitation



 Mobilize the public through education, storytelling, and prevention pledges

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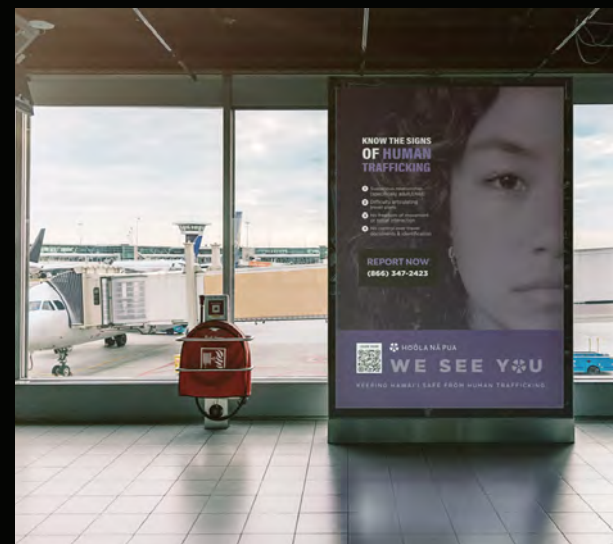
# KEY CAMPAIGN AUDIENCES




-  Military Personnel & Families
-  University Students & Staff
-  Tourism Industry Professionals & Visitors
-  Local Community

# CAMPAIGN COLLATERAL

- PSA Videos (3-part series)
- Wall Ads for malls, schools, airports, and military bases
- Survivor-informed storytelling
- Prevention Pledge Cards
- Digital Toolkit (social media graphics, email templates, posters)
- Educational Materials & Reporting Guides



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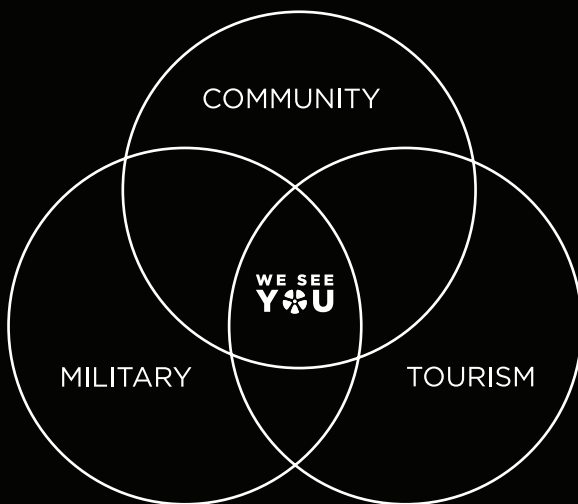
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# KEY PARTNERS

- Hawai'i Tourism Authority
- University of Hawai'i System
- Hawai'i Department of Education
- U.S. Military Advisory Council
- Survivor Leaders & Advisory Councils
- Local Media Partners
- Partnering Local & National Nonprofits
- Local Church Partners




# ADVISORY COMMITTEES



Three advisory groups (Military, Tourism, and Community) provide cultural insight, sector-specific strategies, and survivor-informed input to ensure authenticity and resonance across all campaign materials.

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# PSA PREVIEW



## PSA #1 THEME

“See the Signs”

## RELEASE DATE

September 2025 – Gala Premiere

## FILMING LOCATIONS

Windward Community College,  
Ala Moana Beach Park


## FOCUS

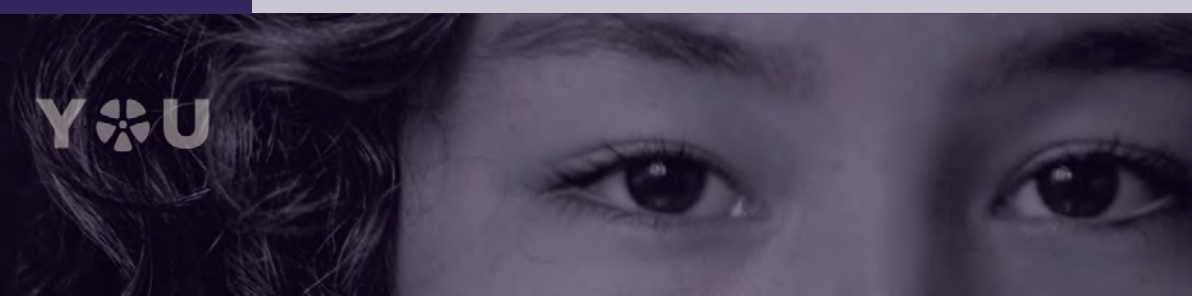
Raising awareness that trafficking happens in the State of Hawai'i and we all have a role in stopping it.

## CALL TO ACTION

- Learn more at [WeSeeYouHawaii.org](https://www.weseeyouhawaii.org)
- Take the [Prevention Pledge](#)
- Share our PSAs and social media messages
- Host a screening or educational session at your school, church, or workplace
- Support the campaign by becoming a community partner or sponsor
- [Download the Simply Report App](#)

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# QUOTES FOR MEDIA USE

“ You cannot end the trafficking of children without addressing demand. **WE SEE YOU** is our public call to accountability—and to action. ”

— JESSICA MUÑOZ  
*Founder & President*

“ Every hotel employee, every professor, every soldier has the power to prevent trafficking. It starts with knowing what to see. ”

— ANDREW AGUIRRE  
*Business Education & Development Manager*

## DOWNLOADABLE ASSETS

- Press Release
- Logos & Brand Guidelines
- Digital Posters
- Social Media Graphics

COMING SOON

### CONTACT DETAILS

Angie Arias | [angie@hoolanapua.org](mailto:angie@hoolanapua.org) | (706) 332-9124 | [WeSeeYouHawaii.org](http://WeSeeYouHawaii.org)