



FOR IMMEDIATE RELEASE

March 13, 2023

(Alexandria, VA) “CONNECT2PROTECT” CAMPAIGN TO COMBAT HUMAN TRAFFICKING GOES LIVE

WEModel USA is a women empowerment-led platform designed to give aspiring models and talented youth a chance to grow their careers in fashion and to benefit from international cultural experiences and opportunities. At the same time WEModelUSA stands as a prominent stage upon which our selected models spread awareness of human trafficking, the second highest-ranking international crime, while spearheading initiatives in that fight.

WEModel USA is excited to officially announce its non-profit partner, WEModel USA \_NWECare. Under the WEModel umbrella, this strategic partner places its focus on establishing a trusted network of resources with like-minded individuals tenaciously working together in strong opposition to the forces that promote the unethical and illegal activities that present in the form of human trafficking. We want to create a more unified global audience and presence that brings together not only individuals from our own communities, cities and states but also extend our reach around the world, building unified networks with foreign embassies, international civil service leaders and the fashion and beauty industries, as well.

Through the development of the WEModel USA \_NWECare “Connect2Protect” Campaign, we are building a global trusted network. We are seeking the campaign to be endorsed by the President of the United States as a National Campaign to protect our children against human sex trafficking..

By partnering with our runway events and community-outreach initiatives with the anti-human trafficking message, we not only give aspiring youth a chance to promote their talents and their own personal careers in conjunction with fashion and entertainment, we also give them a unified platform upon which to promote their own individual messages to counter this form of modern day slavery. In other words, we offer aspiring models and talented youth opportunities of a lifetime through which they will open the door for victims of human trafficking an opportunity of a new lifetime to embrace of their own.

On April 29, 2023 WEModel USA will have an uninterrupted all white photoshoot in Old Town Alexandria in front of the ALX Community. If you support fighting back against human trafficking put on your all white and join us at 10 am. We welcome you to be part of this photoshoot. RSVP at [info@wemodelusa.com](mailto:info@wemodelusa.com)



We have an event at the MGM National Harbor on July 29, 2023, please visit [www.wemodelusa.com](http://www.wemodelusa.com) if you would like to attend or be directly involved.

WEModel USA has promoted 95 models on an international level, with one receiving a full-time paid modeling contract in Milan, Italy. Another of our models has signed an agreement to be the face of Dubai with a global agency based in New York. Our models have also been showcased at paid events through the DC, Maryland, and Virginia areas.

In 2022, 2019, 2018 and 2016, 38 models had the experience of a lifetime through an all-expenses-paid six-day trip to Southern Italy that also included excursions to Rome, Capri, and an overnight stay in Paris, France. In 2022, our models experience Southern Italy and gracefully walked the runway at Taormina Fashion Week for over 22 International Fashion Designers, 2019, our models enjoyed the chance to compete for one of 12 slots for travel to an international destination to walk in a fashion show and competition.

Please add your name to our list of supporters in the fight to end human trafficking: <https://wemodelusa.com/connect-to-protect-registration/>

For more information, please visit <https://wemodelusa.com/> or contact Patricia Watts at [info@wemodelusa.com](mailto:info@wemodelusa.com)