## INTERNATIONAL LABOR RIGHTS FORUM | NOT FOR SALE CAMPAIGN

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## Free2Work.org Provides Consumers with Information about Child, Forced Labor in Products

Unique online resource continues to expand

Want to know what's behind the iPhone or sweater you buy for your loved one this holiday season? The International Labor Rights Forum (ILRF) and the Not for Sale Campaign (NFSC) continue to develop their partnership on a unique online resource for consumers concerned about forced labor and child labor in their favorite products, Free2Work.org. Free2Work (<a href="www.Free2Work.org">www.Free2Work.org</a>) is a website were consumers can easily search specific products, learn more about various labor standards and corporate practices, and further their engagement through their consumption decisions.

Free2Work is the only resource for consumers with a particular concern for forced and child labor. So far, the website has evaluated and rated a broad range of the top products in the US market from garments to electronics to children's toys and food using a comprehensive rating tool. Some of the companies that have already been rated include: Apple, Adidas, Gap, Hanes, Hasbro, HP, Levi's, Nestle, Nike, Puma, Skechers, Timberland and Wal-Mart. As part of the project, many of the companies rated are also working to improve their ratings by strengthening their policies to eliminate labor rights abuses. The website also has numerous features where users can share information and resources, find ways to take action and offer feedback on the project.

In the coming months, the website, which has been in the early development stages, will expand the range of information available to consumers. New products in different industries will be added in time for the holiday shopping season to help consumers make information decisions. Additionally, a Free2Work iPhone application is being developed that will help consumers to easily access information while choosing products to buy.

ILRF and NFSC look forward to continuing to expand their collaboration throughout 2011 to support the growing movement to stop forced and child labor.

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The Free2work.org rating program is a new and ongoing endeavor. Additional products will be rated during and after the Holiday season.

The Not For Sale Campaign equips and mobilizes Smart Activists to deploy innovative solutions to re-abolish slavery in their own backyards and across the globe. Together, we can end slavery in our lifetime. <a href="https://www.notforsalecampaign.org">www.notforsalecampaign.org</a>

International Labor Rights Forum is an advocacy organization dedicated to achieving just and humane treatment for workers worldwide. www.laborrights.org