



Fair Labor. **Worldwide.**

FOR IMMEDIATE RELEASE

Contact: Emily Bloch
emily@charter21.com
413.549.3950

KATIE FORD, ADVOCATE TO END HUMAN TRAFFICKING AND SLAVERY, JOINS VERITÉ BOARD

Former Modeling Firm CEO to Join the Fair Labor NGO with Focus on Human Trafficking and Slavery in Supply Chains Worldwide

November 23, 2011 – (Amherst, Massachusetts) – Verité, the global non-profit organization known for working with companies to solve the most difficult human rights problems in the global economy--such as debt bondage and modern-day slavery within supply chains--announced today that Katie Ford, former CEO of Ford Models, will join its Board of Directors. In joining Verité's Board, Ford will bring the insight and experience of running a company that does business in 50 countries. In Ford's current role as President of The Katie Ford Foundation, she has worked to spread awareness about human trafficking in the Philippines, Brazil, Ireland, Venezuela, Malaysia and Montenegro to share solutions for the millions of workers trafficked each year.

"Katie's commitment to ending trafficking and slavery is unparalleled for someone in business," said Dan Viederman, Verité's CEO. "She will help Verité get the solutions we have developed through our Help Wanted campaign adopted by more companies," Viederman added. Board Chair Liddy Manson, said, "I am thrilled to have her. As the former CEO of a global company, Katie's insight will be instrumental to the multinational brands with which we work. We look forward to Katie bringing her passion, insight and creativity to our organization."

Retail brands that have worked with Verité include Eileen Fisher, Timberland, Gap, HP, Nordstrom, Levi Strauss, Disney, and New Balance.

About the Katie Ford Foundation

The Katie Ford Foundation works with groups that are making long-term, systemic changes in the communities they serve. The foundation's different partners are based around the world and work to fight human trafficking in a variety of ways.

The Katie Ford Foundation believes that businesses can save millions of lives by working with legitimate brokers, conducting responsible supply chain audits and ensuring that their code of conduct is applied from the factory level to the raw material level. Ms. Ford raises awareness in the business community about the problem of human trafficking, and the steps companies can take to become part of the solution. The Katie Ford Foundation also advises businesses on the best solutions for their particular supply chains.

About Verité

Verité's mission is to ensure people worldwide work under safe, fair, and legal conditions. The NGO's international experts and global partnership network are operating in over 65 countries, humanizing the global workplace and changing lives. Verité's programs and services empower companies, factories, NGOs, governments, and workers to create sustainable labor practices in the factories and communities where consumer goods are manufactured. For more information, visit www.verite.org.