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# Women taking up fight against sex trafficking ahead of Super Bowl

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The seamy side of [Super Bowl](#) weekend, specifically men paying for sex with teenage girls, has women sounding the alarm.

Some even see a divine purpose to their social reform efforts related to the Feb 6 event at [Arlington's Cowboys Stadium](#).

"We believe, without a doubt, that God gave us the Super Bowl this year to raise awareness of what's happening with these kids," said Deena Graves, executive director of Traffick911, a local Christian group that has started an "I'm Not Buying It" campaign as part of a broad-based anti-sex-trafficking effort.

Law enforcement experts confirm that major sporting events draw men willing to pay for sex, and that pimps bring in girls – typically runaway teens from abusive homes – to help meet demand.

Texas Attorney General [Greg Abbott](#) predicted in November that hundreds of sex workers will come to the area for Super Bowl XLV, and committed nearly two dozen members of his staff to work with local police agencies in minimizing prostitution.

Women in nonprofits and other organizations are taking up the cause, generating a flurry of events and initiatives.

Traffick911, whose campaign includes a public service announcement with singer Natalie Grant, is sponsoring a town hall meeting tonight in Mansfield with local law enforcement officials and former congresswoman [Linda Smith](#).

Smith is founder of Shared Hope International, an organization devoted to combating sex trafficking. Smith said she was initially skeptical that there was a big problem domestically. But her research – including interviews with victims – convinced her that many girls in this country get caught up in prostitution and get moved around by pimps, especially to major sports events.

"Now that I know it, I have no choice but to stand and fight," Smith said. "This is just brutal, brutal slavery of girls."

The Zonta Club of Dallas – a women's philanthropic group – is devoting a meeting today to discuss the subject.

"We want to spread the word," said president Lisa Carren-Graubard.

The club's speaker is Nancy Rivard, an [American Airlines](#) flight attendant who trains others in her field to recognize human trafficking and alert authorities.

Rivard will also lead a session for flight attendants at [Dallas/Fort Worth International](#) Airport on Jan. 31.

The Dallas Women's Foundation plans to release a report just before the Super Bowl, estimating the number of girls in North Texas and the state who are victims of sex trafficking. The group also hopes to monitor such activity around the Super Bowl for a later report.

Another anti-sex-trafficking group, Connecticut-based Love146, plans to have billboards up soon in the Dallas area, and also will have volunteers monitoring online sex ads.