



**FOR IMMEDIATE
RELEASE:**

CONTACT:

Nancy R. Peterson
Traverski Ski, Sports & Social Club
Phone: (507)635-HOME(4663)
FAX: (507)635-4664
Email: nrp4hss@kmtel.com
Website: www.traverski.com

Mission 21



Traverski 2012 Annual Charity Auction

Traverski Ski, Sports & Social Club members are hosting their annual charity auction on Thursday – March 29, 2012 to benefit Mission 21. Their goal is to raise \$10,000 to help open the first safe home in the state of Minnesota which will be located in Rochester. This event will be held at the Elks Lodge.

Mission 21 is a non-profit, anti-trafficking organization that provides resources and restoration services to victims of human trafficking. Their mission is to assist victims of sexual exploitation so that they will be restored mentally and spiritually and re-enter society as survivors. Every year, there is an estimated 100,000 American children sold for sex in the USA. Human trafficking is the act of forcing, tricking or coercing a person to perform services including forced labor, domestic servitude and commercial sex acts. Human trafficking, which is a growing problem in our world and is a fast growing crime which has increased by 50% during 2010 according to a study by the Shapiro Group, an Atlanta-based organization that works to track juvenile prostitution. Minnesota ranks among the top 10 most active states in human trafficking. Rochester's biggest risk factor may be that it is on the path between the Twin Cities and Chicago. With Interstate 90 only a short distance to the south, we are situated conveniently for potential traffickers. Find more information on Mission 21 at www.Mission21mn.org.

Traverski Ski, Sports & Social Club participates in many community service projects outside their normal club events of skiing, biking, camping, kayaking, canoeing, volleyball, socializing, etc. throughout the year:

- Christmas Adopt-a-Family
- Channel 1 Food Shelf
- Adopt a Highway
- Annual Charity Auction
- Polar Plunge for Special Olympics
- SEMCIL (Southeastern MN Center for Independent Living) – Adaptive ski instruction for people with disabilities
- Cancer rides/walks, etc

The annual charity auction is the largest community service endeavor. Last year Traverski members raised \$6,000 for Paw's & Claws to aid in building a new facility. Nancy R. Peterson, Coordinator of the Traverski Ski, Sports & Social Club Annual Charity Auction, reported, "We have set our goals high,

but we believe it is possible to meet this charity goal with the contributions of all our diverse talents, creativity and leadership within the Traverski membership...in conjunction with the support, donations and sponsorships of the entire Rochester community! According to Stephanie Holt, Founder of Mission 21, a house has already been selected and \$30,000 is yet needed to open the house for use. Through this **2012 CHALLENGE**, Traverski Ski, Sports & Social Club will continue to be mentors/leaders for the City of Rochester and the state of Minnesota in what we are able to achieve through community service.”

We invite the community to participate in this event through monetary donations, contributing items to the auction, and welcome your presence in this event. All proceeds raised from the Traverski Ski, Sports and Social Club 2012 Charity Auction will go to Mission 21 which is a tax deductible nonprofit 501C3 organization.

Traverski 2012 Annual Charity Auction



Stephanie Holt, Founder of Mission 21

2012 Charity: Rochester Area Safe Home for Sexually Exploited Youth

GOAL: \$10,000 toward opening the 1st home in Rochester and the state of Minnesota

When: Thursday - March 29, 2012

- Doors open at 5:30pm for viewing Silent Auction items
- Live Auction begins at 6:30pm

Where: Elk's Lodge (1652 18th Ave. NW Rochester, MN 55901)

Admission: Free (Food will be available for purchase)

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