



Thursday, May 18, 2023

FOR IMMEDIATE RELEASE:

Jefferson High School Art Students launch local Red Sand Project

9:45-11:10 a.m. Tuesday, May 23, 2023

Jefferson High School, 1801 S. 18th St.

Students at Jefferson High School will launch a local installation of the Red Sand Project, which raises awareness of human trafficking. Students in Ali Broach's Photography 2 class will place red sand in the cracks of sidewalks – the sand grains representing the many lives that fall through the cracks – and the sidewalks are then filled with statistics about human trafficking.

The Broncho family is supporting the cause by creating posters about the project and sharing photos on social media with the hashtag #RedSandProject. The students will be spreading the sand and working on the sidewalks 9:45-11:10 a.m. Tuesday, May 23, just outside the main entrance to Jefferson High School, 1801 S. 18th St.

“The JHS Photography 2 students' involvement in this project stems from our desire to educate our community about the vulnerabilities that leave people susceptible to forced labor and exploitation,” says Broach. “Our students are sharing their photographs of the installation on social media using #RedSandProject, and we invite community members to come view the work and share their documentation as well.”

About the Red Sand Project

Molly Gochman first launched Red Sand Project in 2014, after realizing the depths to which slavery continues to be a contemporary reality. Globally, an estimated 40.3 million individuals live in slavery, whether in forced marriages, forced labor or for sexual exploitation. Molly recognized that to begin finding a solution to such a widespread challenge, increased public awareness and engagement would be essential. She initiated the first Red Sand Project action in Miami, where she filled the cracks of sidewalks in and around the Art Basel Miami Beach pavilion with red sand. The approach was symbolic, with the grains of sand representing those individuals who fall through the cracks — whether the cracks of our social, economic and political systems or those of our personal consciousness.

Website

<https://redsandproject.org>

Video from Molly explaining the project

<https://www.youtube.com/watch?v=QxryPmgcBhY>

Photos of other Red Sand projects

<https://www.google.com/search?surl=1&safe=active&client=safari&rls=en&q=red+sand+project+photos&tbm=isch&sa=X&ved=2ahUKEwim27S61e3-AhWzk2oFHV41APkQ0pQJegQIDRAB&biw=1383&bih=779&dpr=2>

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