

January 14, 2021

Dear Fellow Heads of School,

Mike McCarthy and I wanted to reach out to you about the fifth annual #MyFreedomDay coming up on March 16th, 2021.

Last year's #MyFreedomDay was a tremendous success in spite of a global pandemic that closed many schools around the world. Students gathered for virtual conversations and took part in many different ways to mark this global day of action to raise awareness about human trafficking. According to the CNN Freedom Project, #MyFreedomDay made more than 750 million impressions on Twitter and saw participation from 135 countries.

Here is a glimpse into what the day looked like: [Highlights from #MyFreedomDay 2020](#)

This year, even though the pandemic still grips much of the world, our goal remains the same: to reach as many students and educators as possible, however possible. We must look for ways to overcome obstacles to hosting live events on our campuses.

The truth is, criminals will welcome distractions and take even greater advantage when the spotlight is off them, driving their criminal enterprise back into the shadows. With finances, resources, support services and law enforcement stretched to the limits tackling a generational health crisis – hope will seem further away than ever for many of the victims.

It is only natural during this pandemic, to focus on our own health and safety and that of our immediate communities – but it is more important than ever that we continue to find creative ways to keep this issue in the public consciousness.

To that end, on March 16th, 2021, CNN will be asking individuals and organizations across the globe to participate in this day of action as prevention to modern-day slavery. If you're interested in participating, please fill out this form: <https://forms.gle/3SetrV1YwnSkW41D6>

We will follow up with more details, along with a list of suggestions and ideas that schools can use to fulfill this project. In the meantime, we encourage students to start using social media to spread the word, using the hashtag #MyFreedomDay and making the post public, and start answering the question "What are you doing to help end slavery?"

Thank you for being part of this global campaign. We look forward to seeing the results of everyone's creativity and passion!

Kevin Glass
Head of School, Atlanta International School

Mike McCarthy
Executive Vice President and General Manager, CNN International