

BIG GAME FUELS CHILD TRAFFICKING PREVENTION

In Our Backyard hosts a Missing Children Public Outreach on January 31, 2026, at 10 AM at Santa Clara University to prevent trafficking ahead of the Big Game.

SANTA CLARA, CA, CA, UNITED STATES, January 22, 2026 /EINPresswire.com/ -- In Our Backyard (IOB), in partnership with technology partner Securus Technologies, Spotlight by Canary, and convenience retail companies bp, am/pm, TravelCenters of America, and the National Association of

Convenience Stores (NACS), will host a Missing Children Public Outreach on January 31, 2026, 10 AM at Santa Clara University, Benson Center, along with their Markey Center for Leadership and Ministry, leveraging the week prior to the Big Game as a powerful platform to fuel awareness and prevention of human trafficking.

“

Major sporting events like the Big Game give us a powerful platform to fuel awareness and focus collective efforts on protecting missing children.”
Cheryl Csiky

Now in its 17th year, the Missing Children Public Outreach reflects a coordinated prevention-focused approach that brings together technology, trained frontline workers, and community engagement. By aligning year-round information review and technology collaboration with a one-day public awareness event, IOB and its partners strengthen efforts to help locate missing children and reduce the risk of exploitation.

Throughout the year, IOB works with technology and community partners to review information that may help identify missing children or individuals who may be controlled, threatened, or showing indicators associated with trafficking. These efforts increase in the months leading up to major sporting events, when heightened travel and activity can elevate risks for vulnerable youth.



IN OUR BACKYARD
Linking Freedom Annual Human Trafficking Awareness Event
A Call to Action In Partnership with South Bay Coalition to End Human Trafficking

Distribute 10,000 booklets in the Bay Area to find missing children ahead of the Big Game.

SATURDAY, JANUARY 31ST 10AM-1PM
SANTA CLARA UNIVERSITY: BENSON CENTER | MISSION ROOM
500 EL CAMINO REAL SANTA CLARA, CA 95053

HEAR FROM OUR SPEAKERS:
FELICITAS BRUGO ONETTI, MSW | SHARAN DHANOA | CHERYL CSIKY

THIS ONE-DAY, ALL AGES, PUBLIC EVENT PROTECTS AT-RISK MISSING CHILDREN FROM BEING TRAFFICKED.

Visit www.InOurBackyard.org for event information

That work leads into the January 31 public outreach event, where awareness meets action. During the one-day event, volunteers will distribute 10,000 missing children books inside convenience stores to raise public awareness. With approximately half of the U.S. population visiting a convenience store every day, these stores are well-positioned to share important messages that employees and customers can use to raise awareness against trafficking and help victims. [According to the National Center for Missing and Exploited Children, one in seven missing youth is likely trafficked.](#)

Recognizing this critical access point, IOB launched its community program Convenience Stores Against Trafficking (CSAT) in 2017 to equip store teams with training and resources to recognize and safely report concerns. Today, more than 51,000 convenience stores nationwide participate in CSAT, reaching 8 million people every single day. By placing these resources in convenience stores, IOB and its partners, the Santa Clara Human Trafficking Task Force, and the South Bay Coalition to End Human Trafficking ensure that individuals who may have limited opportunities to seek assistance know that help is available through local resources like www.Safety4theBay.org.

Community members and businesses are encouraged to join the effort by volunteering or helping place missing children booklets and resource materials in convenience stores and other community-facing businesses.

“Prevention happens when technology, frontline workers, and communities work together,” said



Volunteers packing materials to visit local convenience stores



**HUMAN TRAFFICKING
IN OUR BACKYARD**
www.InOurBackyard.org

logo In Our Backyard

Cheryl Csiky, executive director of In Our Backyard. "Major sporting events like the Big Game give us a powerful platform to fuel awareness and focus collective efforts on protecting missing children."

Contact Cheryl Csiky, Executive Director, In Our Backyard cheryl@inourbackyard.org 541-639-5008

In Our Backyard (IOB) is a national 501(c)(3) nonprofit leader dedicated to the fight against sex and labor trafficking. Established in 2009, each year IOB works with the host city of the Super Bowl to help law enforcement identify victims, which has led to many recoveries over the past 16 years. [Visit www.InOurBackyard.org](http://www.InOurBackyard.org) to join the event!

Cheryl Csiky
IN OUR BACKYARD
+1 541-639-5008

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/885695298>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.