

## TANNERITE LOGO

### FOR IMMEDIATE RELEASE

## **Tannerite® Sports launches a New Target at Shot Show and donates proceeds to Saved In America to end Human Sex Trafficking**

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Oregon, (January 20, 2020) – Tannerite Sports is teaming up with Saved In America during National Human Trafficking Awareness Month to end child sex tracking #ChildSavedNotSold. Tannerite, founded by Daniel J. Tanner, celebrates 20 years of business and is launching the New Sniper Shot Series at Shot Show on January 21, 2020, to raise funds and awareness for Saved In America (SIA).

Saved In America, founded in San Diego in 2009, has national reach and is one of the leading organizations in the fight against human sex trafficking. The mission is simple - locate your child. At no charge to families, SIA volunteers to assist parents and law enforcement in locating missing, runaway and exploited children – the groups most vulnerable to sexual trafficking. SIA also aids high risk juvenile shelters in protecting children from further exploitation. For victims of exploitation, the organization assists in securing a safe home, placing children in rehabilitative therapy, procuring legal representation, prosecuting pimps and predators, and providing scholarships for continuing education and trade school. Since 2014, SIA has assisted in the recovery of more than 235 children.

When Daniel Tanner became aware of the horrendous crimes committed against children, he was deeply disturbed and felt compelled to act. "There is nothing worse than the horrific atrocities these predators are committing against our children. If there is something I can do to stop this, I will."

Human Sex Trafficking is the oldest form of modern-day slavery in America and has been reported in all 50 states. It is the largest underground black-market industry, following drug trafficking, and generates approximately \$810 million a year. The average age of a trafficked child is 15 years old, and a trafficker can make \$100,000 a year per child. Everyday there are nearly 300,000 children missing in our country, and 40% are being trafficked.

Tannerite, a small company founded in Oregon, is trying to find a way to stop these predators from targeting our child. "We need to bring our children home. I am asking others to donate their resources; time, money and talent, and urge other companies to help and get involved!"

Tanner also salutes the SIA roster of volunteers and special operators. "Saved In America is comprised of former Navy SEALs, Marine Recons, former and current law enforcement, who

become licensed and insured private investigators,” stated Joseph A. Travers, Founder of Saved In America. The team has Special Operators, Case Managers, Legal Advisors, and Law Enforcement Liaisons. “Together, we have more than 1,000 years of combined experience in special operations and have volunteered more than 10,000 hours in time and resources to locate children and bring them home.”

Together, Tannerite and Saved In America will accomplish their mission and make a difference. For more information regarding The Sniper Shot please visit <https://tannerite.com/>. X% of proceeds will be donated to Saved In America. If you or someone you know is a victim of sex trafficking, please call the Human Trafficking Hotline at: (888) 373-3788 or text befreet (233733). You can also call the Saved In America TIP Hotline at: (760) 348-8808 or email [info@savedinamerica.org](mailto:info@savedinamerica.org). You can help in the fight against the exploitation of our children by becoming a volunteer or donor. Go to [SavedInAmerica.org](http://SavedInAmerica.org). and help us in the battle against human sex traffickers.

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### **About Tannerite**

Tannerite manufactures Binary Exploding Rifle Targets that were invented and patented by Daniel J. Tanner, in Oregon. This is the home of Tannerite®, the only company to successfully patent the Binary Exploding Rifle Targets. For more information, please visit [tannerite.com](http://tannerite.com).

### **About Saved In America**

Founded in 2009 by Joseph A. Travers, Saved in America (SIA) is headquartered in San Diego, California with national alliances and reach. At no charge to families, SIA volunteers to assist parents and law enforcement in locating missing, runaway and exploited children – the groups most vulnerable to sexual trafficking. For victims of sexual exploitation, SIA assists in procuring legal representation, safe housing, and rehabilitative therapy. SIA also aids high risk juvenile shelters to protect children from further exploitation by pimps and predators. Since December 2014, SIA has assisted parents and law enforcement in the recovery of more than 235 children. For more information, please visit <https://www.savedinamerica.org/>.