



Ride For Freedom – End Modern Slavery

There are more than 40 million women, children and men worldwide in some form of slavery on any given day, according to the Global Slavery Index. The Trafficking in Persons (TIP) 2020 Report notes that “within Europe’s soccer industry alone, it is estimated there are 15,000 human trafficking victims each year”. Many are youths. They are lured to Europe by promises of better lives and the opportunity of trials with professional football clubs that may lead to untold riches.

Ride For Freedom’s mission is to utilise the universal appeal and power of cycling to deliver positive social impacts and specifically to raise awareness of modern day slavery. In order to achieve our purpose, we undertake inspirational cycling challenges that motivate us and engage others, and we are developing in the U.K. a pilot remediation programme, called Freewheel, that empowers survivors – women, children and men – of modern day slavery to cycle.

Through its cycling challenges, Freewheel remediation programme and its ant-slavery advocacy, Ride For Freedom speaks to Sustainable Development Goal (SDG) target 8.7 as it actively raises awareness, educates and forges partnerships that contribute “to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour”.

Ride For Freedom – Premier League & Euro 2020 Cycling Tour

In order to shine a light on child trafficking in sport, Ride For Freedom team leader, human rights advocate and cycling Guinness World Record holder Gordon Miller will lead an inspirational bike ride that takes place from 27 June-11 July 2021, during the Euro 2020 tournament. The planned tour departs and concludes at Wembley Stadium, the Euro 2020 final venue, and visits the grounds of all 20 English Premier League football clubs. Simultaneously, the ride’s progress will be mapped between several Euro 2020 tournament host cities, starting in Munich, Germany.

Developed and delivered in partnership with the Centre for International Studies and Diplomacy (CISD) SOAS University of London, led by Dr J. Simon Rofe, and Ardea International, led by Colleen Theron, the tour will engage with the Premier League clubs, local sport and cycling clubs, corporates, NGOs and sports bodies to educate and raise awareness within the communities. As part of the awareness raising mission, a roundtable will be hosted for members of the Premier League clubs to consider how football clubs demonstrate their respect to human rights in line with the developing legislation and the UNGPs. The communication plan includes connecting with mass-market media, utilising social media platforms and engaging with sports influencers and players focused on human rights, cycling and football.

Get Involved!

Contact [us](mailto:Gordon@RideForFreedom.org.uk) to discuss sponsorship of the *Premier League & Euro 2020 Cycling Tour* that will support our mission to raise awareness, educate and forge partnerships to end modern slavery, and to participate in the roundtable.

**Gordon Miller Gordon@RideForFreedom.org.uk www.RideForFreedom.org.uk #RideForFreedom2021
#EndModernSlavery**