

Mission 89's Founder & Executive Director Lerina Bright: Leading the Effort to End Trafficking in Sport

Podcast | Madam Policy

November 29, 2022 | 1 minute read

Episode Description: TRIGGER WARNING: This episode contains a discussion on grooming and youth trafficking and exploitation. Listener discretion advised.

Lerina Bright spent years in sports management with international sports federations in Europe, the Middle East, North America, and the Caribbean. From there, she began her journey into ending human trafficking in sport. She soon founded and became Executive Director of Mission 89 and dedicated her life to ending exploitation of young athletes. An outspoken advocate, Lerina recently organized an event in New York during the 77th United Nations General Assembly on the topic featuring her own remarks and those of Samuel Eto'o, world-famous soccer player, who spoke about the abandonment of young footballers.

With the backdrop of the FIFA World Cup currently taking place in Qatar, hosts [Dee Martin](#) and [Caitlin Sickles](#) sit down with Lerina to discuss the status of trafficking in sport and the risk to young athletes. Lerina discusses her recent work urging the adoption of a UN resolution and Mission 89's work emphasizing continued improvement through relationships and collaborations.

Don't miss out- take a listen!

Related People

E. Dee Martin

Partner

WASHINGTON, DC

+1.202.828.5818

dee.martin@bracewell.com

Caitlin Sickles

Senior Principal

WASHINGTON, DC

+1.202.828.7637

caitlin.sickles@bracewell.com

Related Practices

[Government Relations](#)