

# *Brazil Launches Campaign Against Child Sex Abuse for 2014 World Cup*

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Rio de Janeiro, April 17 (Xinhua—RHC) -- On Wednesday, Brazil launched a nationwide campaign against the sexual exploitation of minors, as it readies to host millions of visitors coming for the 2014 World Cup of soccer.

The campaign, whose slogan is "Don't Look Away," aims to increase awareness of the crime and encourage people to report it.

As part of the campaign, the government is promoting its sex-crime hotline, Disk-100, which people can call to denounce child abuse.

Soccer player Kaka and former player Juninho Pernambucano, who have both played for Brazil's national team, participate in the campaign, which is being publicized on TV, and in newspaper and magazine ads, as well as big banners set up at strategic points, such as airports, hotels and restaurants.

"Brazil will receive many tourists and we have a reputation for being a country of impunity," says Pernambucano, who played for Brazil in the 2006 World Cup, in Germany.

"I am a father of three girls and I came from the northeast, where exploitation is much more pervasive than in other regions. The campaign aims to save our country's children and teenagers from difficult situations," he adds.

The campaign, coordinated in Brazil by the National Mayors' Front (FNP) and the Social Services Industry (SESI), is part of an international initiative launched in 2012 in Europe.

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