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## **Local Beer Distributing Company Joins Nationwide Fight Against Human Trafficking**

*The Sheehan Family Companies is training drivers and sales representatives to identify and report signs of human trafficking*

**Kingston, MA, June 21, 2021** – The [Sheehan Family Companies](#) (SFC) and its 17 beer wholesalers has partnered with the [National Beer Wholesalers Association](#) (NBWA) to train 1,656 of its employees to recognize and report the warning signs of human trafficking.

Beer distributors collectively visit more than 640,000 retail establishments across the country, including bars, restaurants, hotels, convenience stores, package stores, sports arenas and grocery stores. They are uniquely positioned to combat this crime given their access to locations, often unseen by the public. The NBWA's initial goal was to train 10,000 beer industry employees to add another set of eyes in the field in an attempt to quash this problem. The NBWA quickly surpassed this goal and now have a goal of 25,000 to be educated by years end. The 1656 trained Sheehan Family Company employees have added a large delegation to the NBWA's goal.

“Human Trafficking is a scourge in our society that sadly occurs in every community,” said Paul Bussiere, CEO of Sheehan Family Companies. “We are proud of the fact that in the last month we have added over 1,600 of our employees to the growing national list of beer wholesaler employees trained to spot this crime. If we can prevent even one incident of human trafficking, then it was worth the effort.”

The Sheehan Family Companies are a family of 17 beer wholesalers in 12 states along with the District of Columbia. Sales reps and drivers service over 21,000 establishments a week which now bring a fresh set of eyes on potential trafficking crimes. Since 2007, there has been 10,000 cases reported of human trafficking within the SFC's operational footprint.

To help distributors understand human trafficking, identify the signs, and respond if they suspect this crime is happening, NBWA partnered with Massachusetts Attorney General Maura Healy, Utah Attorney General Sean Reyes, and Executive Director of [Street Grace](#) Camila Zolfaghari to produce an awareness training [video](#).

In addition to the training, SFC has added other resources like tip cards, posters and truck signs that outline red-flags and behaviors associated with human trafficking. Besides training of current employees, the SFC has incorporated this training as part of all new employees on-boarding experience.

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