



# JOYFUL ascent

## Mt. Kilimanjaro

**FEBRUARY 18th–27th, 2024**

*A journey that will push you to new heights!*

Ahead is a journey greater than any you have faced before, but the impact you make will be felt long after you have descended the mountain.

Lace up your boots, embrace the unknown, and climb for good!

What better way to challenge yourself and achieve something incredible than by trekking to the summit of Mt. Kilimanjaro – the tallest freestanding mountain in the world. As you ascend to the top of the African continent, you'll be rewarded with stunning views and breathtaking ice formations.

So, what are you waiting for? The challenge of your lifetime awaits you. Embrace the journey, push your limits, and make a lasting impact with Joyful Ascent.

### HONOUR A SURVIVOR

Join us in honouring the remarkable strength and resilience of sex trafficking survivors through the **Joyful Ascent** climb. Each participant will climb in tribute to a survivor.

Victims and survivors of sex trafficking are incredibly strong. They have endured abuse and horrors that many of us cannot even imagine and the fact a person has remained alive shows their resounding strength and resilience.

**Joyful Ascent** is a symbolic representation of the journey that sex trafficking survivors undertake. Escaping the sex trade is not a one-time event, but rather a difficult and ongoing effort. It is a journey towards safety, freedom, and hope. **Joyful Ascent** participants climb in solidarity with survivors every step of the way.

***The challenge of your lifetime awaits you.***

### FACTS ABOUT HUMAN TRAFFICKING IN CANADA

**13**

*is the average age of entry into sex trafficking*

**\$280,000**

*is the annual revenue one victim of human trafficking generates for a trafficker*

**93%**

*of sex trafficking victims in Canada are Canadian-born*



## LEMOSHO ROUTE

The **Joyful Ascent** climb will follow the Lemosho Route, widely considered to be the best route on Mt. Kilimanjaro due to its beauty, remoteness, and success rate. In short, it maximizes the chances that a climber will reach the summit and enjoy the experience overall. Hiking Mt. Kilimanjaro on this route will take 7 days to ascend and descend.

The Lemosho Route heads across the Shira Plateau, before circling along the southern circuit halfway around the mountain, exposing the climber to great views from all angles. The trek begins in the lush rainforests of the Lemosho Glades, climbing towards the Shira Plateau. From here it follows the Southern Flank, Barranco Wall, and Barafu Route. The route is approximately 70 km/42 miles from gate to gate.



## FUNDRAISING GOALS

Climbers will cover 100% of their travel and climbing costs. We will support you along the way with fundraising and sponsorship advice.

Our goal is to raise \$10k per climber for the Joy Smith Foundation's Prevention and Intervention programs. By taking part in this fundraising event, you will be supporting the Intervention and Prevention programming of the **Joy Smith Foundation**, an organization that has helped over 7,000 human trafficking survivors heal and rebuild their lives.

But that's not all – your participation in this event will also help provide free educational resources to youth, parents, first responders, educators, community leaders, and those working in the justice system through the **National Human Trafficking Education Centre**.

All donations over \$20 will receive a charitable donation tax receipt.



## HOW TO REGISTER AND TRAVEL ARRANGEMENTS

For more details and to register as a participant for the event, please visit [joyfulascent.ca](http://joyfulascent.ca)

Travel arrangements are made by contacting our travel partner TourCan Vacations. Please reach out to Wendy at 416-391-0334 ext. 2675 • 1-800-263-2995 ext. 2675

