

MEDIA ADVISORY



For Immediate Release

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Columbia Basin College to Host 3-Day Shine the Light on Human Trafficking Awareness Campaign

PASCO, WA - January 26, 2026 - Columbia Basin College (CBC) today announced the College is hosting the *Shine the Light on Human Trafficking* 3-day awareness campaign on [campus](#) to call attention to human trafficking, a grave and real problem impacting our region. All activities are open to the public and coincide with Human Trafficking Prevention Month.

The events include:

- **Tuesday, January 27, 11 am- Noon:** a human chain of 108 people stretching from SWL to the HUB to represent the number of trafficked victims in our region
- **Wednesday, January 28, 5 pm, Gjerde Center:** a presentation by David Zach, nationally recognized human trafficking undercover operative followed by a Q&A panel of experts from SARC and Mirror Ministries
- **Thursday, January 29, 8:00 am – 1:40 pm, Planetarium:** Human Trafficking educational films featuring David Zach.

Human trafficking disproportionately impacts some of the most vulnerable and underserved members of our society. Over 28 million people are trafficked worldwide, with an estimated 14,500 and 17,500 people trafficked in the United States each year, according to the Department of Justice. In fact, it is the fastest growing criminal industry in the world today. Traffickers prey on people of all ages, backgrounds, and nationalities, exploiting them for their own profit.

As a passionate advocate for combatting trafficking, David Zach will discuss the factors that lead to trafficking and ways we can work together to raise awareness about this widespread crime.

Through his band Remedy Drive and their organization Daylight United, David has helped raise awareness and over THREE million dollars for frontline efforts to create a world where no human is bought, sold or exploited. As an undercover operative, David was instrumental in rescuing over 1400 survivors and recruited hundreds of ordinary people into the fight against this horrible practice against humanity. Daylight United is a non-profit organization that partners with teams of law enforcement to find and free trafficked people and empower survivors with restorative care on their journey into freedom.

The events are a collaboration between the Associated Students of CBC Phi Theta Kappa National Honor Society, SARC, Rotary, Soroptimist, and Mirror Ministries.

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Columbia Basin College (CBC) is a public community college serving the Tri-Cities and surrounding communities since 1955. CBC's mission is to inspire, educate, and support all students in an environment of academic excellence leading to the completion of degrees, certifications, and educational transfers, while fostering meaningful employment, engaged citizenship, and a life-long joy of learning. CBC offers both two and four-year degrees and one-year Certificates. Bachelor of Applied Science degrees are offered in Applied Management, Applied