

# THIS YEAR, HIS CHARM WILL LURE 10 KIDS INTO PROSTITUTION. AND HIS FISTS WILL KEEP THEM THERE.

A pimp's seduction of a child starts with promises of love, excitement and money, and ends with the reality of prostitution. Unfortunately, the average pimp uses these tactics to systematically target and coerce numerous children into lives of misery every year – some of whom are as young as ten years old. These children are forced to have sex with a constant stream of abusers. If they attempt to resist, they are beaten so viciously by their pimps that they live in fear of their lives. The pain, humiliation and degradation that these children endure is unconscionable. That's why we really need your help. So to report child sexual exploitation, call the police. Then contact us at 1-800-843-5678 or at [www.cybertipline.com](http://www.cybertipline.com). Together we can help children stop looking for love in all the wrong places.

NATIONAL  
CENTER FOR   
**MISSING &  
EXPLOITED**  
CHILDREN®

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## WE'RE HERE BECAUSE THEY'RE OUT THERE.