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New Friends New Life Appoints New CEO Bianca Jackson

DALLAS – January 6, 2021 – New Friends New Life (<https://www.newfriendsnewlife.org/>), Dallas-based organization that restores and empowers formerly trafficked teen girls and sexually exploited women and their children, launches the new year with the announcement of Bianca Jackson as CEO. Jackson joined New Friends New Life in August 2018 as Chief Development Officer and has been serving as the interim Executive Director since August 2020.

“Bianca hit the ground running the moment she came to New Friends New Life. Her extensive nonprofit expertise, along with her energy and commitment has been a critical part of the organization’s development. We are thrilled to have her lead us into the next chapter,” said Ashlee Kleinert, New Friends New Life Board Chair.

With a combined 17 years of experience in the fields of healthcare and social services, Jackson has made it her life’s work to be a voice for the voiceless. Prior to joining New Friends New Life, she served as senior director of fund and community development for Genesis Women’s Shelter for seven years, after serving as communications manager for Medical City Dallas Hospital, where she spent nine years leading media efforts, internal campaigns and shaping the corporate culture. Bianca holds a bachelor's degree in public relations from Temple University in Philadelphia, PA, and a master's degree in organizational communication from Dallas Baptist University.

“For the past two decades, NFNL has stood on behalf of women and girls trapped in trafficking and exploitation. I am honored to continue sounding the alarm about the issue of sex trafficking in this expanded capacity,” said Jackson. “Each day I wake up grateful and excited to stand shoulder to shoulder with our dedicated staff, board members, donors, and partners in this fight. Our work will not be done until these brave survivors find the freedom and peace they deserve.

New Friends New Life has a slate of engagements and events in recognition of Human Trafficking Awareness Month, which began on January 1. Visit www.newfriendsnewlife.org to learn more.

About New Friends New Life

Founded in Dallas, Texas in 1998, New Friends New Life (NFNL) restores and empowers formerly trafficked and sexually exploited women, teen girls and children. By providing access to education, job training, interim financial assistance, mental health and spiritual support, New Friends New Life helps women, teen girls and children overcome backgrounds of abuse, addiction, poverty and limited opportunities. In 2019, NFNL served 372 members (clients). NFNL also educates the community and works to eradicate the epidemic of human trafficking through advocacy, legislative reform and strategic partnerships that address systemic causes. In 2018, NFNL opened a drop-in Youth Resource Center (YRC) in partnership with the Office of the Governor to serve trafficked and high-risk teen girls. More than 100 girls visited the YRC during its first year. In 2015, NFNL organized its Men's Advocacy Group to engage men in the fight against sex trafficking and exploitation. For more information, visit <http://www.newfriendsnewlife.org>.

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