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[Updated 4/15/21 at 7:45 AM PT]

**FOR IMMEDIATE RELEASE**

**April 25, 2021 #StopAsianHate Community Rally and March Planned in San Jose, CA**

**San Jose, CA – April 25, 2021 at 1PM** – Crimes against the Asian-American community have risen dramatically since the beginning of the COVID-19 pandemic. During the past month, the United States has been exposed to even more violence against the elderly, women, and the AAPI community. Throughout this monumental period in United States history, the AAPI Community has continued to rally together. The AAPI Community continues to unite.

Today, Adam S. Juratovac (@AdamJTheLawyer) announced the April 25, 2021 #StopAsianHate Community Rally and March to occur on Sunday, April 25, 2021 at 1:00PM at Cesar Chavez Plaza in San Jose, CA.

**Rally organizers request that attendees wear black to promote solidarity to survivors and victims of these acts of hate.**

**I. APRIL 25, 2021 - RALLY SPECIAL FEATURES:**

**1. OPEN MICROPHONE**

The Rally will include a time for open microphones. During this time, we will allow the community members to take control of the stage and share their thoughts about #STOPASIANHATE with the community.

Note: Community groups (or friend groups) that bring 10+ members to the rally will move to the front of the speaking line.

**2. #STOPASIANHATE SOCIAL MEDIA ADVOCATE TOOL KIT  
(Tool Kit At Bottom of Email)**

In 2021, Social Media equates to word-of-mouth marketing. Due to Covid-19, many people do not feel comfortable attending a Civil Rights rally. However, those individuals want to find ways to engage and participate in the rally.

**The #StopAsianHate Social Media Advocate Tool Kit gives individuals 5-days of content to share in support of #StopAsianHate.**

This tool kit is shared with local high schools and youth to engage their local communities. This rally engages the youth.

3. **LARGE “CONCERT-STYLE” SPEAKERS**

The 3/21/21 Rally saw over 2,500 community members rally at San Jose City Hall Rotunda. The April 25, 2021 Rally will have Professional Grade Speaker Systems.

4. **PRIVATE SECURITY**

The Rally organizer’s goal is to make sure everyone gets home safely. The rally has retained private security for the April 25, 2021 Rally.

5. **VOTER REGISTRATION TABLES**

Asian-American Pacific Islander Community constitutes as 38% of the eligible voting population in Santa Clara County, however, our community does not vote with as much power as it can. The Rally will have voter registration tables and information available. We must register our eligible family members and neighbors to vote!

6. **TIKTOK FAMOUS CELEBRITIES WILL BE IN ATTENDANCE**

**II. The goals of the Community Rally are as follows:**

1. Foster a lasting environment where our Asian-American and Pacific Islander community members feel their maintained safety, empowerment, and human dignity;
2. Unite the South Bay Area community groups to display strength and ally ship for Stopping Asian Hate.
3. Echo common messages that the San Jose community will not tolerate acts of hate against our community members, under any circumstance.
4. Register The AAPI Community To Vote.

**III. Rally Approved Banners/Flyers/Photos/Videos for Public Use:**

1. **Google Drive Link to #StopAsianHate Community**  
Rally: <https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing>
2. (OFFICIAL AFTER MOVIE) #StopAsianHate Community Rally  
3/21/21: <https://youtu.be/xxVnYCTLSBY>
3. **4/25/21 #StopAsianHate Community Rally Hype**  
**Video:** <https://www.youtube.com/watch?v=iMhP67KtbEM>
4. **Eventbrite Registration:** <https://www.eventbrite.com/e/stopasianhate-community-rally-san-jose-2nd-event-tickets-148449529539>
5. **#StopAsianHate Landing Page:** [www.juratovaclaw.com/stopasianhate](http://www.juratovaclaw.com/stopasianhate)

**#StopAsianHate Community Rally and March**

April 25, 2021 at 1:00 PM to 3:00 PM

Cesar Chavez Plaza

1 Paseo de San Antonio

San Jose, CA 95113

[More Speakers To Be Announced]

1. **Adam S. Juratovac**

Attorney; President, Santa Clara County Bar Association Barristers; Board of Trustees, Santa Clara County Bar Association; Member, Asian Pacific American Bar Association - Silicon Valley; Former San Jose SaberCat.

**Topic: Racial Discrimination at Work - What It Is, What It Isn't, and How To Report**

2. **James Huang**

Student, Archbishop Mitty High School. Youth Advocate.

3. **Sera Fernando**

Chief Diversity Office, Silicon Valley Pride; Senior Management Analyst, County of Santa Clara Office of LGBTQ Affairs.

4. **Eric J. Chang**

Deputy Attorney General, California Department of Justice\*; Board Member Asian Pacific Islander American Public Affairs Association.

*\*title for identification purposes only.*

5. **Mike Honda**

Former U.S. Congressman

**[#STOPASIANHATE Social Media Advocate Tool Kit On Next Page]**

Note: For media requests, please direct inquiries to [adamjthelawyer@gmail.com](mailto:adamjthelawyer@gmail.com).

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## **Advocate Tool Kit:**

### **#StopAsianHate San Jose Community Rally and March**

Event Title: **#StopAsianHate San Jose Community Rally and March**

Event Date: **Sunday, April 25, 2021 – 1PM**

Event Location: **Cesar Chavez Plaza – San Jose, CA**

#### **Social Media Activation:**

Activation Length: **Thursday - Monday (5 Days)**

Activation Dates: **Thursday, April 24, 2021 – Monday, April 26, 2021**

#### **Goal:**

Create Lots of Content To Flood Everyone's Social Media Feeds

#### **Who:**

Individuals located in the United States who want to help contribute and make the #StopAsianHate San Jose Community Rally special.

#### **Professional Standards And Guidelines:**

Rule 1: You are a human being. Be kind.

Rule 2: Only you are responsible for what you post. Hold yourself accountable.

Rule 3: Pretend your mother is going to read your social media posts.

#### **PROJECT: #StopAsianHate Community Rally Spirit Week**

##### **Post 1: Thursday, April 22, 2021. (On all social media platforms)**

- a. This post will mention the #StopAsianHate Community Rally in San Jose, CA on April 25, 2021.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here –  
[\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose

- d. Example:
  - i. “Check out the #StopAsianHate Community Rally on Sunday at Cesar Chavez Plaza at 1PM. #StopAsianHateSJ #StopAsianHate #SanJose”
  - ii. “Show support for the #StopAsianHate Community Rally on Sunday at 1 PM #StopAsianHateSJ #StopAsianHate #SanJose

**2. Post 2: Friday, April 23, 2021. (On all social media platforms)**

- a. This post will mention that you are going to the #StopAsianHate Community Rally in San Jose, CA on April 25, 2021.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here – [\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
  - i. “I’m going to the #StopAsianHate Community Rally on Sunday at Cesar Chavez Plaza at 1PM. #StopAsianHateSJ #StopAsianHate #SanJose”

**3. Post 3: Saturday, April 24, 2021 (On all social media platforms)**

- a. This post will mention why you support #StopAsianHate, or support ending discrimination.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here – [\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
  - i. “I support #StopAsianHateSJ because I stand against racism. #StopAsianHate #SanJose”
  - ii. “I have seen instances of discrimination in my life, and I won’t stand for it. Enough is enough. #StopAsianHateSJ #StopAsianHate #SanJose”
  - iii. “Come join me at the #StopAsianHateSJ Community Rally. Let’s support the community. #StopAsianHate #SanJose”

**4. Post 4: Sunday, April 25, 2021 (On all social media platforms).**

- a. This post will be a video amplification of the rally.
- b. You are encouraged to: Live Stream On Any Social Media Platform, or Video Record Content To Post Later.
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Accounts to share live stream:
  - Youtube: @AdamJTheLawyer
  - Instagram: @Stand.With.Asians
  - TikTok: @ScottDHenry, @ItzAbennie, @MrBarricade,

**5. Post 5: Monday, April 26, 2021 (On all social media platforms)**

- a. This post will talk about how much fun you had at the #StopAsianHate Community Rally.
- b. Images: Use Your Own Rally Image, or Use Any Image Found Here –  
[\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- c. You are encouraged to use any of the hashtags: #StopAsianHateSJ, #StopAsianHate, #SanJose
- d. Example:
  - i. “I had fun with my neighbors and community this weekend. #StopAsianHateSJ #StopAsianHate #SanJose”
  - ii. Powerful speech by XXXXXX, discussing XXXXXXXX at the #StopAsianHate San Jose Rally. #StopAsianHateSJ #SanJose

**6. Conclusion:**

- a. Thank you for participating and advocating for the #StopAsianHate Community Rally Activation.

**7. Additional Links:**

- a. **Google Drive Link to #StopAsianHate Community Rally:**  
[\[https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing\]](https://drive.google.com/drive/folders/1EGxmVVMZy7wN3FDyqfW1T0RPhpRbYosw?usp=sharing)
- b. **(OFFICIAL AFTER MOVIE) #StopAsianHate Community Rally 3/21/21:** <https://youtu.be/xxVnYCTLSBY>
- c. **4/25/21 #StopAsianHate Community Rally Hype Video:** <https://www.youtube.com/watch?v=iMhP67KtbEM>
- d. **Eventbrite Registration:** <https://www.eventbrite.com/e/stopasianhate-community-rally-san-jose-2nd-event-tickets-148449529539>
- e. **#StopAsianHate Landing Page:** [www.juratovaclaw.com/stopasianhate](http://www.juratovaclaw.com/stopasianhate)