





The ANA'S AIMM Takes a Stand Against Hate and Violence Targeting the Asian, Asian American and Pacific Islander (AAPI) Community

Since the COVID-19 pandemic began, we've sadly witnessed how acts of hate and violence against Asians and Asian Americans have increased in the U.S. These incidents and the killings in Georgia on March 16 are alarming and completely reprehensible. The ANA's Alliance for Inclusive and Multicultural Marketing (AIMM) stands with the AAPI community and condemns all forms of hate, violence, and hate crimes. In doing so, we are bringing marketers and industry leaders together to denounce anti-Asian racism through allyship and solidarity.

No one should be scared, traumatized, or live afraid of verbal or physical violence. At AIMM, we strongly believe that every person — regardless of gender, race, ethnicity, sexual orientation, identity, expression, ability, religion, age, culture, or immigration status — should be entitled to equal human rights, support, understanding, respect, and consideration. Every person should feel safe in their homes, in their workplaces, and on our streets. Yet, according to Stop AAPI Hate, there have been over 3,800 hate incidents and crimes against Asians and Asian Americans since the pandemic started and 500 hate incidents and crimes this year alone. These facts are incredibly concerning, especially when the majority of the victims have been women and the elderly, as they are perceived as being most vulnerable. AIMM agrees with President Joe Biden: "It's wrong, it's un-American, and it must stop."

As industry leaders, we are prepared to speak up against hate, and to stand up against it as well. Last June, AIMM members pledged to "commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within our industry." In doing so, AIMM continues to encourage our members to be agents of change and do everything in our individual and collective power to end hate incidents and systemic racism and to work toward equality and justice. As an alliance, we commit to inform, educate, engage, and invest by driving actions to advance justice and support for the AAPI community:

- 1 We condemn all forms of hate and violence in our communities. We will promote solidarity among all Americans to #StopAsianHate.
- 2 We will acknowledge and celebrate Asian Americans as strong contributors to our nation and accurately portray and fully represent them in ads and programming.
- We will work with our Employee Resource/Affinity Groups to create safe spaces for mutual exchange where all employees can actively listen, gather feedback, and provide support.
- 4 We will cultivate and share resources to support the awareness and education of the history of the Asian American experience and celebrate their ongoing contributions to the U.S.
- 5 We will invest in, promote, and amplify Asian businesses and communities as part of our efforts to address systemic racial inequities.
- 6 We will share a list of anti-Asian-violence resources, and support nonprofits and community groups that are helping keep Asian communities safe.

We commit to not staying silent. Any act of hate against an Asian, Asian American or Pacific Islander is an act of hate against an American, against our industry, and against our country. It's time for all of us to take a stand. No person should be invisible in our society. No group should be targeted through acts of bias, racism, hate, or violence.

We will follow through with these commitments, inspire others to effect change, and share the impact that we've had so that we can come together in celebration during AAPI Heritage Month in the U.S. this coming May.

As we move forward, it's time for all of us to unite against hate. It's time to #SeeALL.

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