

Stand in Solidarity Against Anti-Asian Racism

#AsianGoldRibbon

WE STAND IN SOLIDARITY for an Asian movement and we rise in celebration of our Asian culture and heritage. The Asian Gold Ribbon Campaign is a platform developed to initiate wide-spread visibility against anti-Asian racism. We stand together to support healing, amplify our voices, and educate to raise awareness. We advocate for the wellbeing of Asian youth, community members, and seniors across Canada and around the globe.

Historically, the Canadian and U.S. Government systematically legislated acts of racism against Asians through internment of Japanese in World War II and the [Chinese Exclusion Act](#) that excluded Chinese from entering the country. This came with a head tax that increased from \$50 to \$500, totalling \$23 million collected over 32 years from 82,000 Chinese immigrants. This campaign inspires outward expression of Asians, where we no longer suppress our voices. Involving Youth and Senior Ambassadors, the Asian Gold Ribbon campaign will take place during Asian Heritage month in May.

In Canada and United States it is estimated that only 10% of incidents are reported. Those targeted are our most vulnerable.

As a result, The Asian Gold Ribbon campaign upholds three pillars:

1. Community Outreach

Offering social justice advocacy, education, and support activities for community residents and organizations including virtual presentations.

2. Celebration and Visibility (See Us!)

Asian Gold Ribbon Day is **Thursday, May 20, 2021** corresponding with Asian Heritage month. Asian and non-Asian persons will adorn facemasks and gold ribbons to signify hope, unity, and solidarity for a better tomorrow.

A virtual campaign will correspond with Asian Gold Ribbon Day. For more details visit the [Asian Gold Ribbon Campaign](#).

3. Fundraising for Asian Wellbeing

This campaign inspires ongoing commitment for an Asian movement. A percentage of all funds raised will go to the Hong Fook Mental Health Association and other initiatives developing essential mental health support programs and services for Asian wellbeing.





ASIAN GOLD RIBBON CAMPAIGN

Your support is needed in the following ways:

- Sponsorship and Donations
- Promoting through social media, word of mouth, and wearing the Asian Gold Ribbon.

Contact

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Racism is part of a larger global problem. We respect and honor the tireless work of the Black Lives Matter and the advocacy work for truth and reconciliation leading towards healing for Indigenous peoples that have paved the way for this Asian movement. Shifting the cultural tide of hate and denigration of BIPOC minority groups is essential work we must all do.

@AsianGoldRibbon

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