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PSA: ["Why Do You Love Being Asian American"](#)

**American Citizens for Justice Releases Public Service Announcement
to Support Victims of Anti-Asian Hate Crimes**

Recent events have highlighted a troubling rise in hate crimes/ethnic intimidation in Michigan and across the Midwest. In response, American Citizens for Justice (ACJ) is proudly releasing a public service announcement (PSA) aimed at providing support for victims of hate crimes, particularly those in the Asian American Native Hawaiian Pacific Islander (AANHPI) communities as heated political rhetoric about competing loyalties and economic competition from China intensifies leading up to the November elections.

ACJ's PSA will run on Comcast Xfinity from October 1 – November 30, 2024 in the Detroit, Lansing and Flint markets. ACJ President Roland Hwang stated "We are pleased with the uplifting message about "Why Do You Love Being Asian American? The PSA directs viewers to contact ACJ when hate crimes or ethnic intimidation occurs."

During Covid, ACJ experienced first hand the hate and violence that arose from irresponsible political language being used against the AANHPI community. That is why ACJ now vehemently condemns the false, reckless political rhetoric leveled against the Haitian community in Springfield, OH and the negative anti-immigrant narrative. ACJ is equally appalled by the National Review cartoon of Rep. Rashida Tlaib, Palestinian American, with an exploding pager, and the disturbing assault on a Jewish student in Ann Arbor. "When one community is targeted,



it hurts all of us, and it is essential that we support one another and promote understanding.”, states ACJ Executive Director Christina Mui Amata.

Tragic geopolitical events and heated election rhetoric require all of us to look out for one another. ACJ encourages everyone to watch and share this PSA, and to reach out to us if you have been the victim of a hate crime or ethnic intimidation, and to report any incidents to the local police or FBI. “Together, we can build a unified front against discrimination and hate.”, says Mui Amata.

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American Citizens for Justice (ACJ) is a non-profit organization founded in 1983 as an Asian American Native Hawaiian Pacific Islander (AANHPI) civil rights advocacy organization to fight for justice in the aftermath of the baseball bat beating death of Vincent Chin and the ensuing state criminal case and federal civil rights case. Our mission is to seek fair and equal treatment for all individuals, regardless of their race, creed, color, sex, or national origin; to support just enforcement of our laws; to promote understanding between all groups of people; and to educate the public on human rights issues.