

**MEDIA ADVISORY**

**(For Immediate Release)**

Contact:  
Zulma Lombardo  
Interstate Outdoor Advertising  
905 Kings Highway  
Cherry Hill, NJ 0034  
856-296-3647 (C)

**Interstate Outdoor Advertising takes a stand against Asian-American hate crimes**

His message is clear. Hate crimes targeting Asian Americans during the COVID-19 pandemic need to stop.

“We stand with the many companies and organizations throughout the country that have zero tolerance for racism and discrimination in the workplace,” said Drew Katz, Chief Executive Officer of Interstate Outdoor Advertising and founder of The Rachel & Drew Katz Foundation.

Headquartered in Cherry Hill, N.J., the firm owns and operates more than 1,200 advertising displays throughout the state and in four of the nation’s top media markets, including Philadelphia, New York, Chicago and San Francisco. The Rachel & Drew Katz Foundation supports programs and organizations that provide a direct and measurable benefit to organizations that address public health and safety issues, along with medical, educational, social, emotional, and cultural needs of those less fortunate.

“Unfortunately since the beginning of the pandemic in March 2020, anti-Asian hate crimes rose by 145 percent in 16 of the largest cities in the United States, even though overall hate crimes dropped by six percent during this same period,” said Katz, citing an

analysis of police data released by the Center for the Study of Hate and Extremism at California State, San Bernardino.

Nearly 3,800 reports of hateful incidents, not just limited to crimes, against members of the Asian-American and Pacific Islander (AAPI) community during the first year of the pandemic were also received by Stop AAPI Hate, a group formed by the Asian American Studies Department of San Francisco and community organizations. The incidents ranged from verbal harassment to physical assault directed at members of this community for bringing COVID-19 to the United States.

Reducing the stigma of associating the AAPI community with the spread of the pandemic is important, said Katz, citing the website of The Centers for Disease Control and Prevention (CDC).

According to the CDC, no single person or group of people is more likely than others to spread COVID-19. The agency further defines stigma as discrimination against an identifiable group of people, a place, or a nation. It also states that a stigma is associated with a lack of knowledge about how COVID-19 spreads, a need to blame someone, fears about disease and death, and gossip that spreads rumors and myths.

“We encourage everyone in our organization to emphasize through example that our company condemns acts of racism, xenophobia, misogyny, and violence,” said Katz. “We stand in solidarity with the AAPI community in the fight against anti-Asian hate crimes and any violence perpetrated against any member of this community.”