

#I AM ASIAN AMERICAN

MEDIA ALERT // Contact: Tanzila Ahmed — taz@iamasianamerican.com

STAR-STUDED LIVE NATIONAL CONCERT EVENT TO PROMOTE ASIAN PACIFIC AMERICAN MILLENNIAL VOTER REGISTRATION WILL TAKE PLACE ON OCTOBER 16, 2016

Free live performances in four cities — New York, Washington DC, Chicago, and Los Angeles — to be connected via Internet streaming, with the goal of registering at least 15,000 new voters



LOS ANGELES — Asian Americans are the fastest-growing minority group in the U.S. and will command buying power in excess of \$1 trillion by 2018. Yet **half of all Asian Americans do not vote**, including just **37% of Asian Americans aged 18 to 34**, representing one of the lowest voter participation rates of any racial or ethnic demographic.

To help close this gap in a critical election year, **#IAmAsianAmerican** (www.iamasianamerican.com) — a new organization formed in conjunction with **APIAVote** (www.apiavote.org), **Kollaboration** (www.kollaboration.org) and **18 Million Rising** (18MR.org) — is launching a national campaign to engage Asian American millennials to become active participants in the electoral process.

On **October 16, 2016**, #IAAA aims to register at least **15,000 new voters** with a **first-ever national concert event** taking place in four cities with major Asian American populations: **New York, Washington DC, Chicago, and Los Angeles**. The free events will combine food, live music and speakers and on-the-ground engagement in each city — including a flagship red-carpet celebrity event at Los Angeles's historic **Wiltern Theater**, expected to draw 2,000 attendees, which will also be live-streamed to the three other participating cities and locations across the country.

The Los Angeles event will be emceed by comedians **Jenny Yang** (Comedy Comedy Festival; BuzzFeed Video) and **Parvesh Cheena** (*Crazy Ex-Girlfriend*), and will feature as headliners a cappella sensations **The Filharmonic** (*Pitch Perfect 2*) and *America's Best Dance Crew* champions **Poreotics**, as well as a selection of artists from 18 Million Rising's just-released album *Voices of Our Vote*, YouTube superstar **AJ Rafael** and K-pop wunderkind / star of Nickelodeon's *Make It Pop!* **Megan Lee** — as well as many other celebrity performers, speakers and presenters, to be announced.

"IAAA is about proudly owning our cross-cultural identities" says executive director **Uyen Tieu**. "By celebrating Asian American civic engagement and pop culture, we want to put a spotlight on the power of our community — and get everyone to the polls this November."

All events will be FREE to the public; advance registration is encouraged and VIP tickets with special privileges are available for purchase for the flagship Los Angeles event. For further information, to obtain press passes or to arrange interviews with organizers or performers, please contact Tanzila Ahmed at taz@iamasianamerican.com, #IAmAsianAmerican is a nonpartisan 501(c)-3 eligible project fiscally sponsored by APIAVote.