



PRESS RELEASE

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Contact: Yvette Johnson-Hegge

513-361-2119 | yjohnson-hegge@ywcacin.org

YWCA Greater Cincinnati to Launch 21-Day Racial Equity and Social Justice Challenge

Cincinnati, OH – February 8, 2021 – YWCA Greater Cincinnati will be launching their 21 Day Racial Equity and Social Justice Challenge on March 1st, 2021 as part of a national movement to engage communities in anti-racist work.

Participants receive a daily email directing them to 3-4 curated activities such as; reading an article, listening to a podcast, watching a video, or reflecting on their own personal experiences. Each activity is designed to foster greater understanding and awareness and challenge participants to confront their own understandings and to take action towards the advancement of racial equity.

Taking part in an activity like this helps participants discover how racial inequity and social injustice impact our community, connect with others and identify ways to dismantle racism and other forms of discrimination. The challenge will begin on Monday, March 1nd and continue (Monday –Friday) through Monday, March 29th. All content is newly curated by YWCA for this year to include fresh and up to date content for participants.

Over 30,000 people from 1,800 zip codes across the country took the challenge in 2020 and it has proven a powerful tool for companies, municipalities, non-profits, and religious institutions to begin to implement real equitable change. YWCA Greater Cincinnati is proud to participate in the event this year and to encourage our community to examine how structural racism and bias impact each of our lives.

Registration for the challenge is open now at

<https://www.ywcachallenge.org/profile/form/index.cfm?PKformID=ox14175abcd>.

YWCA's challenge was inspired by Food Solutions New England. They were the first to adapt an exercise from Dr. Eddie Moore, Jr. and Debby Irving's book into the interactive 21-Day Racial Equity Challenge. The challenge is designed to create dedicated time and space to build more effective social justice habits and bring awareness to issues of race, power, privilege, and leadership.

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YWCA Greater Cincinnati serves more than 8,500 women, men, and children through direct services, 2,700 through their domestic violence hotline, and an additional 1,000 through community trainings. YWCA Greater Cincinnati focuses on three key pillars: empowerment & economic advancement, safety, and racial justice & inclusion. YWCA Greater Cincinnati is a United Way partner agency. For information call YWCA Greater Cincinnati at (513) 241-7090 or visit www.ywcacincinnati.org.