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Empowering Asian American Voters: AAPI Equity Alliance Unveils Art Activation Campaign ahead of the 2024 Election

Los Angeles, CA—As the 2024 election approaches, AAPI Equity Alliance (AAPI Equity) is launching an exciting new campaign to mobilize and empower Asian Americans and Pacific Islanders (AAPI) in Los Angeles County and boost voter turnout through mail-in and in-person voting.

“This year’s effort highlights the increasing influence of Asian American and Pacific Islander voters, a demographic group whose electoral significance continues to grow,” stated **Manjusha (Manju) P. Kulkarni, Esq., Executive Director of AAPI Equity Alliance**. “As AAPIs encounter challenges on various fronts, including hate crimes and systemic inequalities, this initiative emphasizes the importance of voting in shaping policies that directly impact these communities.”

“Amid ongoing anti-Asian rhetoric and rising concerns about civic participation, AAPI Equity’s “Your Vote. Your Power.” campaign aims to inform and energize multilingual AAPI communities through a powerful combination of art, education, and voter engagement,” said **Rachelle Arizmendi, Board President of AAPI Equity Alliance**.

Civic Engagement through Art: “Your Vote. Your Power.” Campaign

Central to this campaign is the “Your Vote. Your Power.” art activation, using vibrant imagery to connect the importance of voting with everyday issues affecting AAPI families. Created by **Los Angeles-based social justice artist Natalie Bui**, the campaign features scenes from diverse neighborhoods, highlighting South Asian, Southeast Asian, and Micronesian communities, East Asians, and other Pacific Islanders alongside other communities of color.

The artwork also weaves imagery emphasizing key topics important to AAPI communities: climate change, economic stability, family values, healthcare, and community safety.

“It was an honor to create these images and, through my art, thoughtfully reflect the strength and resilience of our vibrant AAPI community while addressing key election topics,” said Bui.

Bui’s artwork will be showcased on billboards, in videos, and in digital ads across Los Angeles County. Posters, stickers, and tote bags featuring the artwork will also be distributed at community events, making it easy for community members to proudly display their support for civic engagement.

Billboard Locations Displaying Artwork Now Until Election Day:

- **Koreatown:** Wilshire Blvd. & S. Wilton Pl.
- **Artesia:** Artesia Blvd. & Pioneer Blvd.
- **Carson:** Carson St. & Wilmington Ave.
- **Cambodia Town in Long Beach:** Alamos Ave. & E. Anaheim St.
- **El Monte:** Rosemead Blvd. & Garvey Ave.

“Your Vote. Your Power.”: A Call to Action for AAPI Communities

With the 2024 election at a critical juncture, AAPI Equity’s campaign comes at an essential moment for AAPI communities. The artwork and educational resources available in 14 languages together amplify a vital message: that every vote matters and every voter has the power to make a difference. The campaign encourages AAPI voters to engage in the political process, ensuring their voices are heard on issues that directly affect their lives.

This initiative is made possible with support from The James Irvine Foundation Leadership Awards and produced by Tre Borden /Co, an art and media production company.

To download the “Your Vote. Your Power.” artwork and social media toolkit, please visit: bit.ly/AAPIYourVoteYourPower.

For more information, please visit www.aapiequityalliance.org.

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About AAPI Equity Alliance

AAPI Equity Alliance (AAPI Equity) is a coalition of nearly 50 community-based organizations serving the diverse needs of the 1.6 million Asian Americans and Pacific Islanders in Los Angeles County and beyond. It is dedicated to improving the lives of Asian Americans and Pacific Islanders through civic engagement, capacity building, and policy advocacy.