

#I AM ASIAN AMERICAN

Asian American Millennial Voter Movement Responds To Offensive FOX News Coverage With PSA Campaign

"What Do Asian American Voters Really Think" Viral Video Campaign To Capture AAPI Millennial Voices

October 6, 2016 (Los Angeles) - [#IAmAsianAmerican](#), an Asian-American get out the vote movement, in partnership with the [National Asian Panhellenic Association](#) (NAPA) and over 30 national AAPI organizations, is mobilizing Asian-American millennial voters to respond to the recent Bill O'Reilly FOX News video which drew strong criticism from the Asian American community.

In the call to action, #IAmAsianAmerican (#IAAA) is asking millennials to speak up and let the world know what Asian American voters really think in their own words. Participants can go to www.iamasianamerican.com/psa to view sample videos and print out placards to create their own selfie video to post on social media with the tag #IAmAsianAmerican.

NAPA, with more than 512 undergraduate chapters, had already been active with the #IAmAsianAmerican voter registration drives and felt compelled to take part in the PSA campaign in response to the Fox News coverage. "We want to do our part to get out the real voices of Asian American millennials. As part of one of the largest Asian American student organizations, it is more important than ever that we take control of the narrative," said NAPA Vice Chair, Vigor Lam.

Uyen Tieu, Executive Director of #IAAA, added, "With the overall movement to empower Asian American millennials this specific campaign is a way that we are able to let the world directly know what we think in our own words, in our own community and on our own terms."

#IAmAsianAmerican Video Response to Fox News: <https://youtu.be/SAjVwhBZsJU>

#IAmAsianAmerican :30s PSA Example: <https://youtu.be/SAjVwhBZsJU>

About #IAmAsianAmerican

#IAmAsianAmerican is 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. <http://iamasianamerican.com>

About National APIA Panhellenic Association (NAPA):

The National APIA Panhellenic Association serves to advocate the needs of its 512 member organizations and provides a forum to share ideas and resources within its members. NAPA supports the development of positive relations through open communication with interfraternal partners to enrich the fraternal experience. <http://www.napahq.org/leadership/>

###