



**EQUAL
MEANS
EQUAL**

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**Jerry Hall, Paris Hilton, Lizzy Jagger, Georgia May Jagger,
Theodora Richards, Amy Sacco, Swoon, Mashonda Tifrere,
Natalie White, Jules Wood, and more to launch on 5/21 the
Equal Means Equal Campaign for Equal Rights (#EqualMeansEqual)**

#EqualMeansEqual—a public information campaign, social media movement, and programming series supporting the passage of the Equal Rights Amendment—will launch at the Times Square EDITION on May 21 with a cocktail reception from 7-10

Will Cotton, Tracey Emin, Hank Willis Thomas, Marc Quinn,
and more have contributed to a fundraising auction, online now at
artsy.net/equalmeansequal and culminating onsite at the launch

New York, NY — 16 May 2019 – Civil rights organization Equal Means Equal, a wing of the 501(c)(3) Heroica Foundation, today announced that Jerry Hall, Paris Hilton, Lizzy Jagger, Georgia May Jagger, Theodora Richards, Swoon, Natalie White, and more have joined in to launch the Equal Means Equal Campaign for Equal Rights (#EqualMeansEqual), a public information campaign and social media movement (with in-person programming accompaniment) that supports the passage of the Equal Rights Amendment (ERA). The campaign will launch on May 21 and continue until the ERA is passed.

The Equal Rights Amendment is a proposed amendment that would blanket all sex-based protections (fundamentals like equal pay and the prohibition of sex discrimination) into the U.S. Constitution itself. The ERA, which has been floating around since the 1920s and awaiting state-level ratification since 1972, simply says:

**“Equality of rights under the law shall not be denied or abridged by
the United States or by any state on account of sex.”**

The reason it hasn't passed yet is this: while the ERA is not inherently a partisan matter—it has the official support of legislators on both sides of the aisle, and even made it through congress in 1972—the ERA has stalled on the state level is because of conservative social campaigns that link the ERA's simple language to reproductive rights and an 'attack on family values.' With this obstacle (and the era since which it has persisted) in mind, the goal of the #EqualMeansEqual campaign is to leverage modern technology and social media to bring concentrated attention to the importance of the ERA, and ultimately to harness this awareness to target specific legislators whose states' ratifications could be necessary for the Amendment's passage. More information on the background and status of the ERA, and on the specific legislative objective of #EqualMeansEqual, is at the bottom of the next page.

#EqualMeansEqual will launch at the Times Square EDITION on May 21 with a launch party attended by Jerry Hall, Paris Hilton, Lizzy Jagger, Georgia May Jagger, Theodora Richards, and surprise guests to be announced as the date approaches. The space, drinks, and canapés have been generously

donated by Ian Schrager, and the event—which is free of charge but with confirmed RSVP required for entry—will fundraise by way of an online auction with bidding kiosks onsite. The sale is hosted by Artsy and already accessible to the public online at artsy.net/equalmeansequal. Headlining lots include donations from Will Cotton, Tracey Emin, Hank Willis Thomas, and Marc Quinn.

Performing at the event will be Grammy Award-winning singer Lisa Fischer, who toured with the Rolling Stones from 1989 to 2015 and is famously noted for her vocal contribution to the live version of *Gimme Shelter*. She costarred in the 2013 Oscar-winning documentary, *20 Feet from Stardom*.

Also at the event will be a filming and processing station for guests to create personal video messages as part of the #EqualMeansEqual campaign's social media component. Along with the videos created at the onsite kiosk, personal messages from Equal Rights Amendment advocates like Patricia Arquette and Alysia Reiner will be posted starting May 21 and continuing for the duration of the campaign.

The #EqualMeansEqual campaign will also include in-person programming, announced on an ongoing basis: information sessions, cocktail parties, intimate strategy gatherings, film screenings, and more. Under the 501(c)(3) Heroica Foundation is a dedicated #EqualMeansEqual team, set up to sustain the campaign for as long as it takes to get the Equal Rights Amendment passed—ramping up with more high-profile endorsements and events along the way.

The Equal Means Equal Campaign for Equal Rights (#EqualMeansEqual) is a project from civil rights organization Equal Means Equal, a wing of the 501(c)(3) Heroica Foundation. Its founder and executive director is Kamala Lopez, who in 2016 released the seminal ERA film, Equal Means Equal, executive produced by Patricia Arquette.

MORE INFORMATION ON THE ERA'S BACKGROUND AND CURRENT STATUS

The Equal Rights Amendment was approved by Congress in the early 1970s but, in 1972 (due to a conservative social campaign spearheaded by Phyllis Schlafly that spread rhetoric about the ERA damaging “traditional” family structures and threatening to diminish the ubiquity of the housewife), the amendment unexpectedly failed to clear the final step required for implementation in the U.S. Constitution: three quarters of states (38 of 50) needed to approve the amendment by way of a state-level vote. Since then, ERA advocates have worked to combat various congressionally imposed deadlines and to painstakingly lobby state-by-state to reach the three-quarters/38-state majority.

Aided by recent cultural support of the Women's Marches and the #MeToo/#TimesUp movements, as well as past and present public encouragement from powerhouses like Ruth Bader Ginsburg and the late Shirley Chisholm, the ERA has experienced a political resurgence as it inches toward its final hurdle for Constitutional implementation. In 2017, Nevada became the first state in forty years to approve the ERA; in April of 2018, Illinois became the 37th state, leaving just one more required for passage. If a single additional state approves the ERA, it will automatically be recorded to the Constitution, with no precedent for the possibility of Executive intervention.

UNRATIFIED STATES / LEGISLATOR TARGETS

Alabama, Arizona, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Utah, and Virginia