

Greg Lin Tanaka  
Palo Alto City Councilmember

### **Stop Asian Hate: 8 by 8**

*A Movement to End Anti-Asian Racism and Celebrate Asian Heritage Month*

**For Immediate Release - Palo Alto, CA:** Echoing the Covid-19 Hate Crimes Bill recently passed by Congress, Palo Alto City Councilmember Greg Lin Tanaka is introducing his Stop Asian Hate 8 by 8 campaign by calling Asian citizens to vote. This is a major move for Tanaka in his goal to create meaningful change in the Asian American community with more political representation and participation in the democratic process. To kick off this campaign, he and Palo Alto Councilmember Lydia Kou are organizing a rally in Palo Alto on Sunday, May 2nd, 2021.

“Part of this movement is supporting Asian-owned businesses too,” says Tanaka, who is also CEO and founder of his own predictive analytics company. “Part of racial equality is achieving economic success.”

His goal is to bring his message nationwide. It is imperative that Asian Americans stand against these injustices that have prevailed since the inception of this country. The country needs to remind itself that Asians are a part of America just as much as anyone else here and deserve equal treatment.

“We’re taught to be obedient and not cause waves, conforming to this ‘model minority’ myth. I’m tired of Asian Americans being the punching bag and staying silent for so long,” said Tanaka.

The voter registration campaign titled “#StopAsianHate #8by8,” created by Tanaka himself, will signify a new movement of increasing the Asian voting population to create a more permanent, and much needed change. Asian population is over 38% in Silicon Valley, but make up only 15% of registered voters, and an even smaller portion of the elected officials. According to recent data, 51% of Silicon Valley CEOs are foreign born. Asians make up over 6% of the population nationwide and contribute to nearly 30% of the US GDP. However, the reality is that there is only 2% Asian representation in Congress.

Deborah Liu, President & CEO of Ancestry, a key leader of the StandbyAsianAmericans initiative, and organizer of a series of AAPI Tech Clubhouse events, is also helping to coordinate the May 2nd rally. Liu, a Palo Alto resident, adds, “The Asian American community is coming

together to bring awareness to the challenges we are facing today while also building a better tomorrow. This effort encourages everyone to take action locally.”

The 8 by 8 challenge is to get 8 people to take action (e.g. registered to vote, committed to doing the challenge or voting) by 8 days. If attendees post pledging to do the challenge with the hashtags #StopAsianHate #8by8 on any social media, they will get a giveaway at the rally while supplies last.

“This rally will have many aspects to push for the change to benefit Asian Americans, by celebrating Asian Heritage,” said Bing Wei, a first generation immigrant, the CEO and Founder of a US-Asia marketing and PR firm based in Palo Alto - The Word International Inc who helps Asians to tell their story effectively. Wei, also a Palo Alto resident adds, “We want to elevate the message from racial hate to racial healing and lasting change.”

On May 2nd Sunday, the march will start at 528 High St. (Garage R), Palo Alto at 2pm and end at 250 Hamilton (Palo Alto Civic Center) to start the Rally at 3pm. Marchers will get [yellow whistles](#) to blow as they march to City Hall. The Rally will feature VIP guest speakers such as Palo Alto Council Member Greg Lin Tanaka, former Congressman Mike Honda, winner of *Survivor* Yul Kwon, Old Navy Co-Founder Jenny Ming, State Treasurer Fiona Ma, Assemblyman Marc Berman, President of Ascend Foundation Anna Mok, Council Member Lydia Kou, Foothill-DeAnza Board Trustee/former Cupertino Mayor Gilbert Wong, among others.

To learn more about the Stop Asian Hate 8 by 8 campaign and show support, please register for the rally and help the organizers for contact tracing [here](#).

All media inquiries,  
Please contact Taylor Tran  
[taylor.tran@gregtanaka.org](mailto:taylor.tran@gregtanaka.org)