

FOR IMMEDIATE RELEASE

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YWCA Allentown to Launch All-New Stand Against Racism Challenge

Allentown, PA, March 1, 2022 – YWCA Allentown is partnering with YWCA USA to host the 2022 *Stand Against Racism Challenge* this April. Previously known as the *21-Day Racial Equity and Social Justice Challenge*, the *Stand Against Racism Challenge: A Virtual Community of Growth* is the same program developed by YWCA and adapted nationwide in recent years.

Last year more than 350 Lehigh Valley residents participated in the challenge. YWCA Allentown anticipates engaging with more than 500 participants in 2022. Sarah Barrett, Executive Director of YWCA Allentown explains, “We welcome adults and teens in the Lehigh Valley to share in our mission to eliminate racism and empower women by participating in the Challenge. Antiracism work requires us to actively learn about and advocate for racial justice in our community. The Stand Against Racism will deliver thought-provoking content, spark brave conversations, and encourage advocacy beginning at the local level.”

The Stand Against Racism Challenge is an exciting opportunity to dive deep into racial equity and social justice. This year, YWCA Allentown will be investigating Critical Race Theory, Living Wage, Representation Film and Television, and Reproductive Justice. Participants will be able to download an app for their phone or visit YWCA Allentown’s Challenge website to engage with curated articles, podcasts, videos, activities and more. The SAR Challenge goes live Monday, April 4th, and continues (Monday –Friday) through May 2nd.

Participation in an activity like this helps participants discover how racial injustice and social injustice impact their community, to connect with one another, and to identify action steps to dismantle racism and other forms of discrimination. This is an exciting opportunity to join a learning community dedicated to racial equity and social justice.

Registration for the challenge is open now on YWCA Allentown website at ywcaallentown.org/21-day-challenge. YWCA will also be facilitating conversation in the Stand Against Racism Facebook group, where participants can discuss the content and engage with others taking the challenge.

YWCA Allentown wants to thank and acknowledge Dr. Eddie Moore Jr., Debby Irving, and Dr. Marguerite Penick for their leadership in the field of racial equity as exhibited in their 21 Day Racial Equity and Habit Building Challenge and the movement they helped to initiate. YWCA’s content is independently designed, written, and curated by YWCA staff as part of racial equity and social justice programs offered to the community.

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About YWCA Allentown: YWCA Allentown is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen our community. YWCA Allentown is part of an international movement serving over 2 million in the United States and 25 million worldwide. To learn more about our work, visit www.ywcaallentown.org.