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**UNIVISION COMMUNICATIONS INC. JOINS THE “WEAR ORANGE” CAMPAIGN
AS FIRST SPANISH-LANGUAGE BROADCAST PARTNER**

*Univision, FUSION, THE ROOT, and Flama Will Join More than 350 Partners, Influencers,
Landmarks and Elected Officials Confirmed to “Wear Orange”
National Gun Violence Awareness Day on June 2*

*"Wear Orange" Campaign Inspired by Chicago Teens Who Refused to Be Silent
in the Face of Daily Gun Violence*

NEW YORK CITY & MIAMI—The Wear Orange campaign (www.WearOrange.org) announced today that Univision Communications Inc. (UCI), the leading media company serving Hispanic America, will become the first Spanish-language broadcast partner to join more than 350 influencers, corporations, partner organizations and a series of iconic landmarks participating in the second annual National Gun Violence Awareness Day next week on June 2. For the first time, this year’s efforts will also include Spanish-language materials including PSAs and a translated website: VisteDeNaranja.org. In addition to Univision’s Spanish-language platforms, on-air, digital and radio, the English-language networks and platforms of the Fusion Media Group, a recently announced division of UCI, will also participate -- including FUSION, THE ROOT, and FLAMA.

“Hispanics, African-Americans and youth in the U.S. are disproportionately affected by gun violence,” said Chad Boettcher, SVP, Social Impact & Managing Director of Univision’s Rise Up. “Univision joins this important initiative to advance its mission to inform and empower our multicultural audience and ensure they receive all the information necessary to make their communities a safer place to live.”

UCI and its brands will lend extensive support to the Wear Orange campaign for National Gun Violence Awareness Day on June 2 including changing several on-air and online logos to the color orange, talent and staff participation and original news content. Specific details include:

- **FUSION** will air a special programming block tied to the issue on June 2 including the documentary *Can You Dig This*, executive produced by John Legend. South Los Angeles -- what comes to mind is gangs, drugs, liquor stores, abandoned buildings and vacant lots. The last thing that you would expect to find is a beautiful garden sprouting up through the

concrete, coloring the urban landscape. As part of an urban gardening movement taking root in South LA, people are planting to transform their neighborhoods and are changing their own lives in the process. Calling for people to put down their guns and pick up their shovels, these “gangster gardeners” are creating an oasis in the middle of one of the most notoriously dangerous places in America. *Can You Dig This* will air on June 2 @ 8PM.

In addition, *AMERICA with Jorge Ramos* will spotlight the efforts of the campaign and FUSION will turn its digital and on-air logos and social media avatars orange, as well as debut a microsite dedicated to Wear Orange and all of FUSION’s gun violence-related content (fusion.net/wearorange).

- **Univision News’ *Primer Impacto*** will feature a special segment on Wear Orange, and *Aquí y Ahora* will promote the campaign with on-air mentions. Also, thirteen local Univision stations will participate with on-air mentions and staff wearing orange: Albuquerque, Atlanta, Austin, Chicago, Dallas, El Paso, Fresno, Houston, Los Angeles, Miami, Phoenix, Sacramento and San Francisco, plus Chicago and Miami will air special segments on gun violence.
- **Univision Network** will feature a special segment on *Despierta América* focused on how to talk to your kids about guns in order to prevent accidents. Additionally, the talent on *El Gordo y La Flaca* will wear orange and make an on-air mention about the cause.
- **Univision Deportes & UniMás** talent will wear orange to support the campaign, as well as on-air mentions during *Sal y Pimienta* on UniMás. Moreover, UniMás will turn its digital and social media logos orange and provide social media support.
- **Univision Radio & UFORIA** will support the campaign with on-air mentions, social media posts, and by inviting talent to wear orange on June 2nd.
- **The ROOT** will participate by turning its logo orange across its social media channels on June 2. It will also provide complementary social coverage and staff will be invited to wear orange to show their support for a future free from gun violence.

Wear Orange was inspired by friends of Hadiya Pendleton, a 15-year-old Chicago high school student killed by gunfire, who decided to honor her life by wearing orange – the color hunters wear in the woods to protect themselves and others. In the months since the launch of Wear Orange and the first-ever National Gun Violence Awareness Day on June 2, 2015—what would have been Hadiya’s 18th birthday—the effort has reached millions of Americans. On December 14, 2015, as part of the commemoration of the three-year mark since the Sandy Hook shooting and in response to the San Bernardino shooting, Moms Demand Action for Gun Sense in America, a part of Everytown for Gun Safety, hosted “Orange Walks” to help amplify the gun safety movement. The Orange Walks, which took place in more than 100 cities nationwide, were the biggest offline event in the organization to date. Additionally, Orange carpets replaced the traditional red carpet at Spike Lee’s New York City premiere of *Chi-Raq* and at the Sundance Film Festival’s debut of Katie Couric’s documentary *Under the Gun*.

“I’m wearing orange to honor the memories of Hadiya Pendleton, my daughter Samantha who was shot and killed on Mother's day in 2006 and all the families affected by gun violence,” said Diana Rodriguez, member of the Everytown Survivor Network, a Wear Orange partner. “It’s incredible to see Univision join this effort. The partnership will bring much-needed attention to this very important issue our growing movement to end gun violence.”

There will be opportunities for Americans to get involved with Wear Orange including at the [Party for Peace](#) in Chicago and more than 160 Orange events taking place across the country on June 2. These events will showcase the full creativity of Orange supporters, ranging from gatherings in iconic places across the country to concerts, rallies, after-school events, film screenings or several friends gathering to share a picture on social media using the #WearOrange hashtag. Additional events are still being planned. All events are searchable via an online map ([available here](#)) and easy to track on June 2 by following the #WearOrange hashtag.

Previously announced Wear Orange campaign details [available here](#).

For Hispanic men aged 18-29, the gun homicide rate is seven times the rate for white men of the same age.[1] African-American men are ten times more likely to be murdered with a gun than white men, and African-American women are more than three times more likely to be murdered with a gun than white women.[2]

About Wear Orange

In 2013, a small group of teens at a South Side Chicago high school asked their classmates to honor the life of their murdered friend Hadiya Pendleton by wearing orange – the color hunters wear in the woods to protect themselves and others and a color that reflects the value of human life. They inspired the Wear Orange campaign ([wearorange.org](#)), a coalition of more than 200 non-profits, cultural influencers and elected officials working to reduce gun violence in America. Spearheaded by Everytown for Gun Safety, the campaign asks Americans who believe we can do more to save lives from gun violence to do one simple thing on June 2, National Gun Violence Awareness Day: Wear Orange. Those who wear orange pledge to honor the lives of Americans stolen by gun violence, to help keep firearms out of dangerous hands and to protect our children from gun violence. Wear Orange has already reached more than 220 million people worldwide and is fast becoming the symbol of the gun violence prevention movement.

About Univision Communications Inc.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the leading networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country available in approximately 93% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network available in approximately 87% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the most-watched U.S. Spanish-language entertainment cable network, as well as UDN (Univision Deportes Network), the most-watched U.S. Spanish-language sports cable network, Univision tlnovelas, a 24-hour Spanish-language cable network dedicated to telenovelas, ForoTV, a 24-hour Spanish-language cable network dedicated to

international news, and an additional suite of cable offerings – De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns 59 television stations in major U.S. Hispanic markets and Puerto Rico; digital properties consisting of online and mobile websites and apps, including Univision.com, the most visited Spanish-language website among U.S. Hispanics, Univision Now, a direct to consumer video service, Uforia, a music application featuring multimedia music content, The Root, the leading online news, opinion and culture destination for African-Americans and a stake in The Onion, the nation's leading comedy and news satire brand; and Univision Radio, the leading Spanish-language radio group in the U.S. which owns and operates 67 radio stations including stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language general entertainment cable network and FUSION, a 24-hour English-language news and lifestyle TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit corporate.univision.com.

[1] Source: Phillip J. Cook & Jens Ludwig, Gun Violence: The Real Costs, Oxford University Press (2000), New York, NY.

[2] Everytown for Gun Safety analysis of data from the CDC, 2010-2014.

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