

WEAR ORANGE

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MEDIA CONTACT

press@everytown.org or 269.271.2331

**AMY SCHUMER, SPIKE LEE, JULIANNE MOORE, RUSSELL SIMMONS,
SARAH SILVERMAN, J.J. ABRAMS, ROSANNE CASH, GLORIA STEINEM,
KENNETH COLE, COMEDY CENTRAL AND THE EMPIRE STATE
BUILDING JOIN THE “WEAR ORANGE” CAMPAIGN**

“Wear Orange with Amy Schumer” Contest Offers a Chance to Win a Trip, Tickets and a Meet and Greet with Schumer at Her June 23 Sold Out Madison Square Garden Show

More than 300 Partners, Influencers, Landmarks and Elected Officials Already Confirmed to Wear Orange on June 2 in Support of an America Free from Gun Violence; [“Wear Orange”](#) Campaign Inspired by Chicago Teens Who Refused to Be Silent in the Face of Daily Gun Violence

NEW YORK CITY—The Wear Orange campaign (www.WearOrange.org) today announced that more than 300 influencers, corporations, partner organizations and a series of iconic landmarks including the Empire State Building will be participating in the second annual National Gun Violence Awareness Day in three weeks on June 2.

New details unveiled today include:

- Following the recent [Inside Amy Schumer](#) episode focused on gun safety, **Amy Schumer** is participating in the “Wear Orange with Amy Schumer” contest. As part of Wear Orange 2016, the campaign is offering a chance to win a trip to New York City, accommodations, two tickets and an opportunity to meet Amy backstage at her sold out Madison Square Garden show on June 23. Everyone who purchases any [Wear Orange merchandise](#) between now and May 26 will be automatically entered in the “Wear Orange with Amy Schumer” contest, though no purchase is required for entry and purchase of merchandise will not affect the odds of winning. More details will be announced soon.*

- In addition to Schumer, today the campaign previewed some of the cultural influencers who have already signed on to #WearOrange on June 2, including J.J. Abrams, Anti-Flag, Bob Balaban, Troian Bellisario, Andrew Bird, Rosanne Cash, Amber Coffman, Rachel Dratch, Jason George, Melissa Joan Hart, Perez Hilton, Spike Lee, Julianne Moore, Natalie Morales, Don Most, Denis O’Hare, Sarah Silverman, Russell Simmons, Gloria Steinem, Michael Stipe, Kristina Wong and Sasheer Zamata. Many more names will be announced in the weeks ahead.
- **Kenneth Cole, Viacom’s Comedy Central and TV Land, Legal Sea Foods and Vans Warped Tour** joined previously announced Wear Orange 2016 corporate supporters such as Viacom’s MTV, BET, VH1, Paramount and EPIX; Vogue, Cosmopolitan, Essence, Marie Claire, Women’s Health and Bad Robot.
 - **Kenneth Cole** will share a #WearOrange photo online on June 2. **Kenneth Cole Productions** will turn its social avatars orange that day, invite employees to participate in the campaign, and light its flagship store in New York City orange the evening of June 2.
 - **Viacom’s Comedy Central and TV Land** are the fifth and sixth television networks to join the campaign. Both will air the Wear Orange PSA in the days leading up to National Gun Violence Awareness Day. TV Land will turn its on-air logo orange on June 2 and Comedy Central will support the campaign via its social media accounts.
 - **Legal Sea Foods** will offer free clam chowder from its famed “Chowda Van” to attendees who join the Boston Orange meet-up on June 2 as well as share a corporate employee #WearOrange photo on the company’s social media handles.
 - **Vans Warped Tour** is back for the campaign’s second year, with #WearOrange taking over VansWarpedTour.com and the Tour’s social accounts all day on June 2.
- Skylines and key buildings nationwide will begin turning orange on June 1 - the start of Gun Violence Awareness Month - including the **Empire State Building**, which will host a lighting ceremony led by Everytown Creative Council member, Spike Lee. Other newly confirmed landmarks turning orange include the Rose Kennedy Greenway in Boston, the Crain Communications building in Chicago, Union Station in Denver and the Miami Tower in Miami. People who want to help turn their city’s skylines orange can visit www.wearorange.org/skyline to

find out more information on how to get involved. A full list of the more than 75 confirmed landmarks can be [found here](#).

- More than 90 partners are already on board to Wear Orange on June 2 including new additions this year like the **YWCA, Planned Parenthood Federation of America, My Brother's Keeper Alliance, Children's Defense Fund** and the **American Public Health Association**. More partners and supporters will be announced in the weeks ahead; a full list of current partners can be [found here](#).
- And [more than 90 mayors from 28 states](#) have already agreed to participate by wearing orange. Some of the new participants include Mayor Bell (**Durham**), Mayor Landrieu (**New Orleans**), Mayor Murray (**Seattle**), Mayor Peduto (**Pittsburgh**), Mayor Schaaf (**Oakland**) and Mayor Slay (**Saint Louis**).

"June 2 is Hadiya's birthday and it's an emotional day for our family and friends - and unfortunately far too many other families in our community, " said **Nate and Cleo Pendleton, whose daughter Hadiya Pendleton was shot and killed in Chicago, founders of [Hadiya's Promise](#), a Wear Orange coalition partner**. "We started Hadiya's Promise and chose her birthday as the day for National Gun Violence Awareness Day to celebrate her spirit and to give everyone who has been personally affected by gun violence a day to celebrate their loved ones along with us. And that is why we are proud that Hadiya's Promise was an original partner of the Wear Orange campaign and that Hadiya's story has inspired millions of Americans. Seeing the Wear Orange coalition continue to grow and the Orange message spread to millions of people across the country brings us hope - hope that we can and will bring change to our communities and see a future free of gun violence - that is what Orange is all about."

Additionally, there will be opportunities for Americans all over the country to get involved with Wear Orange including the [Chicago Party for Peace](#) and more than 150 Orange meet-ups that are set to take place on June 2. These events will showcase the full creativity of Orange supporters, ranging from marquee events in iconic places across the country to concerts, rallies and after school events in local communities, to film screenings focused on gun violence prevention, to 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.

In the months since the launch of Wear Orange and the first-ever National Gun Violence Awareness Day on June 2, 2015, 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 over 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*.

**No purchase necessary. Void where prohibited by law. Eligibility restrictions apply. Full complete rules and instructions for entry to be announced soon and will be available at <http://store.everytown.org/collections/wear-orange>. The contest will begin on May 17 and end on May 26.*

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.

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