



FOR IMMEDIATE RELEASE

Media Contact: Daniella Ignacio, Programs and Communications Coordinator,
daniellai@aaaja.org

The Asian American Journalists Association and The Very Asian Foundation Launch #VeryAAJA Fundraiser

Posted on September 27, 2022

Author: Daniella Ignacio

Categories: News/PR/Statements, Posts, Press Release

Tags: #VeryAAJA, fundraiser, Gia Vang, Michelle Li, The Very Asian Foundation

ALL PROCEEDS WILL GO TOWARDS AAJA AND THE VERY ASIAN FOUNDATION - DONATE HERE!

The Asian American Journalists Association and The Very Asian Foundation, founded by AAJA members Michelle Li and Gia Vang, are proud to announce the extension of our limited edition print run “VeryAAJA” t-shirts. The t-shirts, which were previously available at convention this summer, [come with any donation of \\$40 or more to AAJA.](#)

Longtime members Michelle and Gia appeared on our “Owning It: How To Be #VeryAsian in Broadcasting” panel in partnership with the Very Asian Foundation this summer at #AAJA22 (also featuring Chenue Her and Betty Yu). They spoke with us about the origins of #VeryAsian for [AAJA Defined.](#)



AAJA is grateful for Michelle, Gia and the whole Very Asian team's contributions to conversations about AAPI representation in journalism. We hope that this empowers members to support both organizations' growth towards future programming and efforts towards greater inclusion.

“Our foundation started with AAJA roots after a now-viral, racist [voicemail](#) attacked a journalist for sharing a New Year's Korean tradition on the news. We wear this shirt with pride to remind us that while we are journalists for everyone, we also have a right to bring our full humanity to our newsrooms and communities!” said Michelle Li. “We hope it inspires more people to support the work of AAJA and now the Very Asian Foundation.”

Now, more than ever, AAPI voices are necessary in journalism and civic engagement. Asian Americans and Pacific Islanders are the fastest growing minority population in the nation, yet remain underrepresented in news, media and other important public arenas.

Through your support, AAJA remains nimble in providing relevant educational programming and training, advocating for diversity in newsrooms and ensuring fair and accurate coverage of communities of color in the news and media. As we plan for our next year of running signature programming, convention and other opportunities, we call on our members to give back to our organization that's provided empowering spaces for the #AAJAFamily.

AAJA is collecting the proceeds, and we will split the donations 50/50 between Very Asian and AAJA. All donations are fully tax-deductible. If you have selected a T-shirt gift with your donation over \$40 and have either a U.S. or APO address, please allow 1-2 weeks for your t-shirt to arrive. We have a limited supply of t-shirts available; don't miss out!

We want our #AAJAFamily to share what makes us “Very AAJA”: what makes us proud to be AAPI journalists. Share a photo with your shirt and use the hashtag #VeryAAJA! Tag us at [@aaja](#) and [@theveryasianfdn](#) on Twitter and [@aajaofficial](#) and [@theveryasianfoundation](#) on Instagram.

ABOUT THE ASIAN AMERICAN JOURNALISTS ASSOCIATION

The Asian American Journalists Association is a professional membership association founded in 1981 by a group of Asian American and Pacific Islander (AAPI) journalists seeking to support one another and to encourage more AAPIs to pursue journalism. Today, we continue to champion the development of AAPI representation and leadership in



journalism through trainings, opportunities and resources for our members as well as through nurturing and maintaining a network and community of AAPI journalists globally. Since its founding in 1981, AAJA has been at the forefront of change in the journalism industry, working towards the visibility and inclusion of AAPI journalists in newsroom leadership and towards equitable and accurate coverage of AAPIs and AAPI issues. Learn more at www.aaaja.org or follow us on Twitter [@AAJA](https://twitter.com/AAJA).

ABOUT THE VERY ASIAN FOUNDATION

The Very Asian Foundation's mission is to shine a light on Asian experiences through advocacy and celebration. When all of our stories are told, we're all better for it. Representation and inclusion of Asian stories in mainstream spaces are a crucial contribution to our collective growth. With decades of experience in news journalism and media, we participate in public discussions around Asian issues and collaborate with local and national institutions in placing our stories front and center. We raise funds from a robust cross-section of individual and corporate donors and provide grants to organizations doing the vital work of strengthening Asian communities. Learn more at www.veryasianfoundation.org or follow us on Twitter [@theveryasianfdn](https://twitter.com/theveryasianfdn).