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**ANTI-HATE MESSAGES HIT LOCAL MOVIE SCREENS
THANKS TO A GRANT FROM THE CALIFORNIA ENDOWMENT**

Los Angeles – The Los Angeles County Human Relations Commission continues to advance its campaign against hate crimes and racially motivated violence, particularly among the young, and has been assisted in this effort by a generous grant from The California Endowment.

National Cinema Network is working to place the Commission's ads in various movie chains. Each of three slides will have a three week run, and each slide will run in the 12 to 15 minutes prior to the start of all movies in over 500 movie houses throughout the county.

The first ad shows a group of L.A.'s children, of all races and ethnicities, playing together. The tag line says: "Imagine a better future...it begins with you." It was produced in cooperation with Fox/UPN...It is designed to educate youth and the general public on the dangers of stereotyping, racism and hate.

The second ad is part of the Youth Public Education campaign, also launched by the Commission in the month of December, 2003. The image is that of a stop sign with the smaller sign that says "Discrimination. Zerohour.com." This ad makes reference to the lynchpin of this multi-year campaign, a website address, **zerohour.com**, where youth can access information on how they can act and what steps to take when faced with hateful behavior to themselves or their peers, particularly in a school environment.

Both of the ads will be seen in 530 Los Angeles County movie theaters the 12th of December, 2003.

Rock the Vote

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The Los Angeles County Commission on Human Relations is one of the oldest and largest agencies of its kind in the United States. The Commission works to foster harmonious and equitable inter-group relations, empower communities and institutions, engage in non-violent conflict resolution and promote an informed and inclusive multicultural society.

The California Endowment is a private, statewide health foundation with approximately \$2.8 billion in assets. Since its inception, The Endowment has awarded more than \$1 billion in grants to community-based organizations throughout California.