

Asian American & Pacific Islander Heritage Month



“

As an Asian American, it torments me to see the recent attacks on the AAPI community. I'm hoping to contribute and call for change by speaking up and bringing awareness to these hate crimes, by donating to incredible organizations that are on the ground (for example, *Compassion in Oakland* and *Heart of Dinner* just to name a few), and by volunteering with these organizations. I work very closely with *Compassion in Oakland* as an advisory board member, and volunteer with food pickups and deliveries to the Asian elderly in NYC with *Heart of Dinner*.

WENDY NGUYEN

Socialyte Management Exclusive, Digital Influencer, 'Artemis' Founder

”

U.S. POPULATION OF ASIAN AMERICANS

23 MILLION

recorded Asian American population in 2019



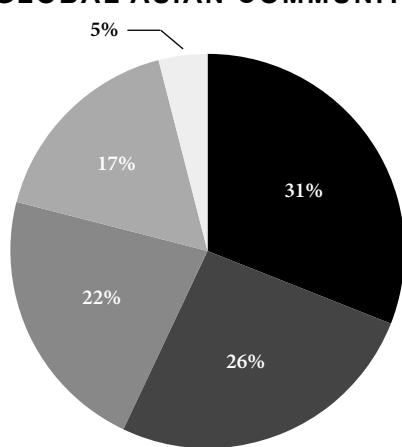
46 MILLION

expected Asian American population by 2060

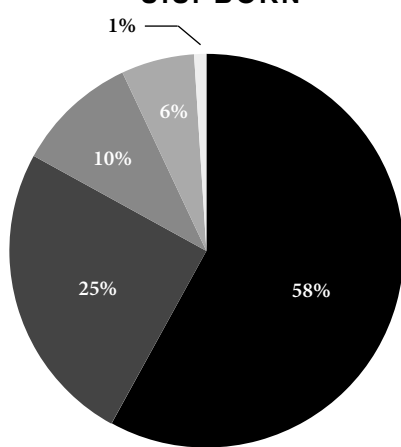
(Source: *Pew Research Center*)

U.S.-born Asian Americans skew young, with 58% belonging to Gen Z in 2019, and another 25% belonging to the Millennial generation compared to their counterparts

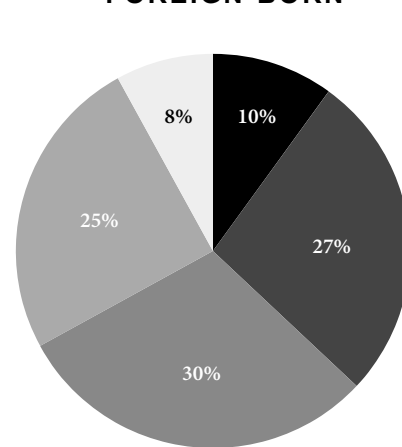
GLOBAL ASIAN COMMUNITY



U.S.-BORN



FOREIGN-BORN



■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomer □ Other

(Source: *Pew Research Center*)

The median annual household income of households headed by Asian-American people is 38% higher than the U.S. household average



(Source: *Pew Research Center*)



In the last 20 years, Asian-American buying power has increased

+314%

outpacing other racial groups as a result of rising immigrant populations & robust representation in high-earning industries

(Source: *Neilsen via CNN*)



Increased and diverse representation of Asians and Pacific Islanders in media can help, as can donating to and supporting organizations that give back to the AAPI community.

Anti-Asian hate crimes have increased by

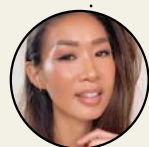
+149%

often in major cities like Los Angeles and New York City

(Source: *CSUSB Center for the Study of Hate & Extremism*)

There's been increased anti-Asian rhetoric in 2020 due to the anti-Asian/anti-China framing of COVID-19

“



Brands can better support the AAPI community by having open conversations with members of the AAPI community, sharing experiences, ways to help, or featuring them on their live streams, feeds, and stories. Brands can also help by donating a percentage of net sales to Stop Asian Hate organizations such as Stop AAPI Hate, AAPI GoFundMe, AAPI Women Lead, and Heart of Dinner. And not only this month but going forward, brands should make a concerted effort to show equal representation of all races, ages, sizes, genders, etc. across their campaigns. If their products are meant for everyone, they should lead by example and be inclusive of everyone.

CHRISTINE KONG

Socialyte Management Exclusive, Digital Influencer

”

HOW BRANDS CAN SUPPORT:

- ✓ Cast and support AAPI influencers and models in marketing campaigns. *Lytehouse can help.*
- ✓ Hire AAPI employees to improve diversity internally. This article provides a number of career resources for the AAPI community and can help businesses and individuals alike.
- ✓ Support organizations that give back to the AAPI community.

AAPI ORGANIZATIONS & RESOURCES

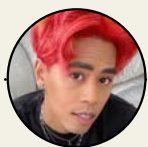
National Asian Pacific American Women's Forum
Supports AAPI women and provides resources for reproductive, economic, and immigration rights

Asian Mental Health Collective
Provides mental health resources while working to destigmatize mental health in the Asian community.

Support the AAPI Community Fund
A GoFundMe that allocates monetary resources to AAPI communities and grassroots organizations across the country.

Stop AAPI Hate
An organization that tracks and responds to reports of hate crimes and provide resources for the AAPI community.

“



Creating a safe space for my fellow Asian community and allies has become really important to me. Whether I share resources for support, education, or even anecdotes of my own experiences with discrimination, the goal with my platform has always been to make people feel connected through shared experiences so they know they're not alone and to leave feeling empowered, united, and hopefully learning something new that can change the way they view important issues facing our community.

ANTHONY URBANO

Socialyte Management Exclusive, Digital Influencer

”

“



Social media is perhaps the *most* important place to have diverse representation. When you open social media apps, especially Tik Tok, it's not like TV; it represents people, often unfiltered, of all colors, shapes, and sizes. I never saw people that 'looked like me' in the spotlight growing up in America, and it made me feel like I couldn't pursue a career in entertainment. The narrative is finally starting to change. It's important for everyone to feel like they have a place in society and that they belong.

ALEX WONG

Socialyte Management Exclusive, Digital Influencer, "So You Think You Can Dance" Finalist

”

LYTEHOUSE

We help brands achieve and surpass business goals through the power of digital influence. Let's make a difference together.

LYTEHOUSE.AGENCY