

DEATH PENALTY ACTION

Death Penalty Action Joins With Broccoli City and Action Network Announce New Community Campaign to Empower Everyone to Get Involved in Making a Positive Impact

The new Power of One campaign is a global call to action to support communities and each other with one million positive acts

WASHINGTON, D.C. (June 14, 2023) – Today, Broccoli City and Action Network, in collaboration with WeChipN, Dreaming Out Loud, The Green Scheme, Serve DC, Black Voters Matter, Women’s March Foundation, Death Penalty Action, and Center for Common Ground announced the launch of a new impact campaign. [Power of One](#) is a global call to action to mobilize, educate and empower Millennials and Generation Z. The Power of One campaign aims to bring together a diverse group of everyday people, corporations, industry leaders, nonprofits, and valuable stakeholders to make a positive impact on our communities and the world through one million positive acts.

“I want to thank Broccoli City and all of the partners for including Death Penalty Action in this amazing effort to mobilize people both young and old to create positive change,” said Rev. Sharon Risher, Board Chair of Death Penalty Action. “Our [call to action urges President Biden](#) to follow through on his promise to end the federal death penalty. This is so important to me as we approach the anniversary this weekend of the murder of my mother, two cousins and six others in the 2015 mass shooting at our church in Charleston. That killer is on federal death row, and we’d rather forget about him. Every time his appeals come up, it reopens our wounds. Ending the death penalty will help us all heal, so I am thankful for everyone who participates in the new Power of One campaign.”

[NOTE: The eighth anniversary of the racially motivated 2015 mass shooting at Mother Emanuel AME Church in Charleston, SC is this Saturday, June 17. Rev. Risher is available for interviews regarding her leadership to end executions by contacting Blair Fitzgibbon at 202-503-6141.]

Whether it's planting a tree, cleaning up our communities, completing online actions, volunteering at a local shelter, completing online actions calling for justice, or simply showing kindness to others, every action counts. Participants can earn cool rewards like

tickets to see Lil Uzi Vert, Jazmine Sullivan, Brent Faiyaz, City Girls and more perform at the 2023 Broccoli City Festival!

“We believe that even the smallest actions can make a big difference when combined, and that is why we are launching this campaign to encourage everyone to take action,” said Darryl Perkins, Director of Impact for Broccoli City. “Small steps lead to big impact. By taking action, you are not only making a positive impact on the world but also inspiring others to do the same.”

“We are so proud to partner with Broccoli City to power these actions and support these incredible organizations as they mobilize their communities and build power around these important issues,” said Brian Young, Executive Director of Action Network. “Broccoli City attendees are the future leaders of our movement, and we look forward to seeing them take this inspiration into the future and step up and connect with their communities.”

How to participate:

1. Create a profile at www.WeChipN.com
2. Sign Up for actions
3. Attend/complete events or online actions.
4. Verify completion (usually a picture of yourself at the action)
5. Chips are put into your account
6. Spend Chips in the marketplace.
7. Spread the word and inspire others to join the movement. Together, we can create a ripple effect of positive change.

For more information, visit: <http://Broccolicity.com/impact>

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About Broccoli City

Broccoli City is a black-owned social enterprise rooted in impact and entertainment that focuses on people and progress. We foster creativity and community growth by building innovative experiences that intersect technology, music, art, and social impact.

Originally birthed as a festival experience centering Black communities in the DMV area, Broccoli City has developed into a national brand that creates and distributes opportunities, education and resources needed for the upward mobility and social progress of Black and brown communities. www.BroccoliCity.com

About Action Network

Action Network is a nonprofit organization that builds digital tools in collaboration with progressives that hundreds of organizations use to mobilize supporters and organize activists around progressive causes. Action Network is proud to bring partner organizations including Black Voters Matter, Women's March Foundation, Death Penalty Action, Center for Common Ground, and United We Dream into the Power of One campaign. www.ActionNetwork.org