



APPEAL

ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP

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MEDIA ADVISORY

Breathe Free Day! Kicks Off Asian American, Native Hawaiian, and Pacific Islander Heritage Month

OAKLAND—May 1 is Breathe Free Day! For over 30 years, our nation has celebrated Asian American, Native Hawaiian, and Pacific Islander Heritage Month in May. This annual celebration recognizes the historical and cultural contributions of a diverse community. It is also a time to highlight the community's needs and where we can make a difference in the health and well-being of the Native Hawaiian / Pacific Islander and Asian American communities.

Breathe Free Day! is a National Day of Advocacy and Awareness on commercial tobacco control in Native Hawaiian / Pacific Islander and Asian American communities. Lung cancer is the leading cause of cancer deaths among NH/PI AA communities, and nearly half of all NH/PI middle and high school students reported using a commercial tobacco product.

Join us to commemorate AA & NH/PI Heritage Month and learn how we can improve health equity for this diverse community.

What: Launch of Breathe Free Day!

Who: Rod Lew, MPH, Executive Director, Asian Pacific Partners for Empowerment, Advocacy, and Leadership
Calvin Chang, JD, Data Analytics Director, Native Hawaiian and Pacific Islander Data Policy Lab
Thu Quach, PhD President, Asian Health Services
Uriah Blackwell, Community Engagement Coordinator, Central Valley Pacific Islander Alliance

When: May 1, 2024 at 1:00 PM ET / 10:00 AM PT

Where: Virtual briefing | [Registration Here](#)

How: For interviews or additional information, contact: Priya Raman | 510-736-3384 | praman@appealforhealth.org

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APPEAL (Asian Pacific Partners for Empowerment, Advocacy, and Leadership) works to champion social justice and achieve equity and empowerment for Asian Americans, Native Hawaiians, and other Pacific Islanders by supporting and mobilizing community-led movements through advocacy and leadership development on critical public health issues. For more information visit appealforhealth.org.