



Faith and Community Empowerment



Media Advisory

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**CIVIC, COMMUNITY AND FAITH LEADERS LAUNCH
SAIGU 30 CAMPAIGN (4/29 IN KOREAN)
COMMEMORATING THE 30TH ANNIVERSARY OF THE
LOS ANGELES RIOTS**

LOS ANGELES – March 31, 2022 – **Faith and Community Empowerment (FACE)** and our event Co-chairs **Hyepin Im**, President & CEO of FACE, **Bishop Kenneth Ulmer** of **Faithful Central Bible Church**; **Julius Robinson**, Managing Director & Group Head of **MUFG Union Bank**, City of LA Councilman **John Lee**; **Bishop Grant Hagiya** of the **California Pacific Conference of the United Methodist Church**, and **Rabbi Noah Farkas**, President & CEO of **Jewish Federation of Los Angeles** will be announcing the launch of our **SAIGU Campaign** (4/29 in Korean language and stands for **Serve, Advocate, Inspire, Give, & Unite**) to commemorate the **30th anniversary of the LA Riots** on the steps of **Los Angeles City Hall** on Tuesday, April 5th at 9:00am PST.

The SAIGU Campaign will hold a series of events, which include a **prayer breakfast**, symposiums, film screenings, and written/video testimonies capturing the stories of the LA Riots through our ‘**I Am #FACEofLA**’ social media campaign. The SAIGU campaign will culminate with the **Closing Commemoration Service**, to be held on the **evening of Friday, April 29, 2022**. With an expected gathering of **a few hundred attendees**, those attending will include **local, state, and national elected officials, celebrities, law enforcement agencies, faith leaders, community leaders, business leaders, ex-gang members, victims**, and others affected by the LA Riots. In addition, we will use the commemorative service to honor leaders in the community who have worked toward hope and unification in the direct aftermath of the LA Riots through our **Heroes of Hope award**.



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The SAIGU 30 Campaign Co-Chairs and planning committee members, consisting of more than 70 multi-ethnic civic and community leaders from across the state, have shared their solidarity of the campaign to work towards unifying the ethnically rich Los Angeles community and *Rebuilding the American Dream*.

For more information about the SAIGU 30 Campaign go to www.facela.org/saigu.

WHEN: Tuesday, April 5th at 9:00am

LOCATION: Steps of City Hall East (Spring Court Steps)*

200 N Spring St., Los Angeles, CA (the Spring St. Forecourt is located on Spring St. side of City Hall)

PARKING: Parking is under City Hall East (200 N. Main Street, LA 90012), and its entrance is on the west side of Los Angeles Street, between Temple St. and 1st Street. Enter the parking lot, follow the directions from the attendant, take the elevator to the ground floor and exit City Hall East, walk across Main Street, and enter City Hall where security will direct you to the third floor.

WHO:

- Hyepin Im, FACE President & CEO
- John Lee, LA City Councilmember
- Mayor Eric Garcetti
- Julius Robinson, Managing Director & Group Head of **MUFG Union Bank**
- Blake Chow, LAPD Deputy Chief
- Mahomed Khan, President, American Muslim Strategies
- Najee Ali, Community Relations Ambassador, Operation Hope
- Jos Ferguson, FACE Co-Chair
- Monica Rodriguez, LA City Councilmember
- TC Kim, Korean American Foundation of Glendale
- Nithya Raman, LA City Councilmember
- Mitch O'Farrell, LA City Councilmember
- Paul Koretz, LA City Councilmember



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- Monica Rodriguez, LA City Councilmember
- Other members of Planning Committee Members will be in attendance including Alisa Finsten, Chief of Staff, Jewish Federation of Los Angeles, Vinnie Malcolm, Adnan Khan

For more information about the SAIGU 30 Campaign go to www.facela.org/saigu.

Please see quotes and planning committee members below.

“April 29, 1992 is forever imprinted in the minds of so many who witnessed The LA Riots. It was a time of great pain with the failure of justice, protection and peace that was expected from our leaders. With over 3600 fires, 3000 destroyed businesses, 12,000+ arrests, 63 lives lost, billion dollars in property damage and over 5000 federal troops having to intervene to restore peace, the City of LA and our country was not doing well. With the injustice of the Rodney King verdict and the failure of LAPD and city leaders to protect residents and especially the business owners, including the Korean community who were victims of 65% of the destroyed businesses, trust in the system and our leaders and trust between different communities who were pitted against one another was at an all-time low. SAIGU which means 429 in Korean language, the date the riots broke out, is a painful and ugly memory in our city and country’s history. Today, we are announcing the launch of our SAIGU Campaign to commemorate the 30th anniversary of the LA Riots with a series of events. Through our campaign, we seek to reclaim the word SAIGU and call it the SERVE, ADVOCATE, INSPIRE, GIVE AND UNITE CAMPAIGN. As we stand today in solidarity with a coalition of diverse leaders, we aspire to continue our work of building bridges of understanding, lifting and honoring the best of what LA can be, and building the American Dream, Together.” - Hyepin Im, President & CEO, Faith and Community Empowerment

“I still remember the 1992 LA Riots like they were yesterday. I was a college student during the Riots. My family’s small business in Koreatown was vandalized and suffered losses like many other Korean businesses who experienced the same thing. When people in the city angrily took to the streets protesting the acquittal of the officers who beat Rodney King, I understood the importance of that movement. I was disheartened by the systemic racism that led to Mr. King’s beating, to the acquittal, and ultimately to the rioting that engulfed parts of our city. On the flip side, being the son of immigrants from South Korea and knowing all the work that my parents had put into their small business, I was frustrated at what was happening and at the lack of support and resources available to them. I was empathetic with both



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*communities, knowing that justice had not been given to the Black community and now it would not be given to the Korean community either. The media only complicated things, simplifying the situation to make it a conflict between the Black and Korean communities and failing to address the history and policies that led to the unrest. From a young age my parents taught me the value of community service and giving back to the city and country that had given us an opportunity for a better life. Following the riots, I knew that I wanted to dedicate my life to bringing positive change to our city.” - **John Lee, Councilmember of LA City Council District 12***

*“Three decades ago, Angelenos took to the streets because they felt left out of opportunity and cut off from justice. We can’t reflect on what happened then without looking at the progress we made and the work that remains,” said Mayor Eric Garcetti. “Let’s take this moment to reflect on the past together and double down on all that we’ve done, and must continue to do to build a better future together.”- **Mayor Eric Garcetti***

“Having relocated to Northern California at the time of the riots the unrest brought me back to my experiences as a child during the Watts Rebellion in 1965. As a child of the Nickerson Garden Community, I bore witness to the smoldering frustrations of how inequality and disrespect can result in harsh indifference, violence, and destruction.

The Los Angeles riots were the culmination of turmoil and frustration in our communities at that time. The riots underscored that so many things were wrong in our city and across the country in a way that could no longer be ignored. While I know we have made progress since then, we still have a very long way to go. We are still struggling with some of the very same issues – among them are affordable housing, job security, food insecurity, living wages, and economic prosperity through the growth of small business with black and brown ownership.

*In the aftermath of the riots we experienced a renaissance. Organizations like Faith and Community Empowerment (FACE) are helping us contextualize that turbulent period in our community. As Head of Corporate Social Responsibility at MUFG Union Bank I am so proud to be a part of this initiative and committed to building bridges of understanding that strengthen our communities, cross culturally, economically, and spiritually.” - **Julius Robinson, Managing Director & Group Head Corporate Social Responsibilities for the Americas***



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"The Jewish Federation of Greater Los Angeles is proud to join the community coalition to mark the 30th anniversary of the '92 civil unrest. We want to recognize that this event in our city's history tragically impacted so many lives. As we reflect on the past 30 years, we re-affirm our commitment to bridge-building through partnerships that address systemic inequities and combat hate of all kinds. We stand together united toward a more just and equitable future for Los Angeles." - **Rabbi Noah Farkas, President and CEO, Jewish Federation of Greater Los Angeles**

"Thirty years ago, during the LA Riots, I was a young Pastor serving a local church in Gardena, CA. I remember feeling the righteous anger of the Black community, simmering for decades of systematic racism, police violence, and poverty. I also remember feeling the affinity with the Korean community as our own family's immigration roots and starting a small mom-and-pop business in order to survive. I was able to relate to both communities and grieved the conflict that was pitting them against each other. As the violence extended to my community – the Taco Bell just down the street from our church was burned to the ground, yet the church was never touched. It reminded me that there were ethical limits to the protests, and we later learned that much of the violence happened to non-living things: buildings, vehicles, not people. Even though there were lives lost in the riots, the large majority of the anger was taken out on property. As we remember the 30th anniversary of the LA Riots, it is important to stop, reflect and recommit ourselves to the solidarity that will enable us to not only survive but to thrive. As we are currently experiencing Anti-Asian American violence at unprecedented levels and institutional violence against our Black and Brown communities continues unabated, we need each other that much more. It is time for us to take stock of what we have learned in the last 30 years and not forget. We must never forget!" - **Bishop Grant Hagiya, Resident Bishop of The California-Pacific & Desert Southwest Annual Conferences of the United Methodist Church**

"4.29 has impacted many Korean lives, not only those in LA, but in Korea, bringing to light the ethnic and economic disparities in US at that time. Since then, many Koreans has put in effort in building friendship and trust among diverse communities in Los Angeles. The Korean Consulate would like to contribute to make harmony in LA, a home to more than 600 thousand Koreans. We are pleased to join FACE and SAIGU Campaign on this important work." - **Youngwan Kim, Consul General of Korea, Los Angeles**

"The City of Los Angeles Department of Cultural Affairs (DCA) is honored to partner with FACE on the SAIGU 30 Campaign. DCA's Voices of the Rebellion: 30th Anniversary Reflections of the LA Civil



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Uprising lifts up SAIGU's efforts to unite our communities and bring about healing and wholeness.

*Through theatrical expression, Voices will help transform memories, pain, and trauma into opportunities for building community, strength, perseverance, comradeship, and belonging.” - **Daniel Tarica, Interim General Manager, City of Los Angeles Department of Cultural Affairs (DCA)***

*The riots represented one of the darkest times in this Cities history. We must learn our Cities history. Let this never happen again. We stand with our community to ensure history does not repeat itself. -**Deputy Chief Blake Chow, Commanding Officer LAPD Operations-West Bureau***

*“As we once again face unprecedented time filled with uncertainty; let us remind ourselves that it is the union of our commonalities, and respect of our difference that produces the power to preserve our collective harmony.” - **Jerome Horton, Chairman of Poverty Prevention Alliance***

*“We never forget the day we rose to defend our history and justice.” - **Ha Young Choi, Consul of Consulate General of the Republic of Korea in LA***

*“30 years ago Los Angeles experienced one of the darkest days in the history of America with civil unrest that divided and tore our city apart. 30 years later I'm honored to stand with other city leaders to demonstrate racial unity and a commitment to our continued healing and working together for peace.” - **Najee Ali, Community Relations Ambassador, Operation Hope***

*"As we commemorate the 30th year anniversary of the LA Riots and remember the tragedy and hurt that our community, small business owners and families suffered, we're thankful that we were able to play a big role in minimizing the damage and destruction of our Koreatown businesses by using our platform for the community and providing real time updates to events as they happened, and mobilizing the Korean American community to protect Koreatown. We hope that something like the riots will never happen again and we hope to continue being the leading voice and platform for the Korean American community at large. Thank you FACE for organizing this Saigu Campaign and including us in your efforts for the community." - **Michael Kim, CFO, Radio Korea***



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“I am so thankful for the leadership of FACE to continually remind us of the past to help us build friendships in the present to create a brighter future.” - James Cho, International Student Director at Grace Mission University

“Our greatest destiny in Los Angeles is to be a model of diverse peoples coming together and learning from our past. This 30 year anniversary is the time to renew our dedication to making a City that celebrates and cherishes our differences.” - Keren M. Goldberg, Community Projects Consultant and Podcast Creator, COMMENTARIES FROM THE EDGE

“While we commemorate 30 years since the 1992 LA Uprising, the lives that were lost and the businesses and future of many that were destroyed, it's important to continue our fight for equality, justice and resources for all, against institutional racism and white supremacy. May God bless the families of those who were affected in the '92 Uprising.” - David Kim, David Kim for Congress – CA, Congressional Candidate, California's 34th Congressional District

“The past two plus years have tested all of us in ways we couldn't imagine from anxiety due to the global pandemic to the shock over George Floyd's murder to the explosion in Anti-Asian Hate. We are being forced to reexamine who we are and who we want to be. Let's use the 30th anniversary of Saigu, the LA Riots, to truly come together to build lasting solidarity and allyship, which will lead to systemic change for the better. We are at a time of reckoning so let's not waste this opportunity to learn from past mistakes and move forward in unity.” - May Lee, Founder and CEO of Lotus Media House, Journalist and Adjunct Professor

“Thirty years ago, the Los Angeles Riots showed the consequences of a riven society. Thank you for this opportunity to share our stories, to listen to each other, not only to remember, but also to learn. Together we can build ties that will help to bind up old wounds. We are honored to be a part of the discussion.” - Grace Ryu, Producer of ‘Rise On Up: La Riots Documentary’

“The tragic acquittal of Rodney King's assaulters 30 years ago and the tumultuous and ruinous results in the City of Angels called Dr. Jesse Miranda to leave his role as Superintendent of 400+ Spanish language



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*churches and focus on the impact Los Iglesias could and should make in the inner cities of America, and home here in Los Angeles. That outcome may still be unanswered but healing must come from the united Body of Christ. Thank you FACE for your efforts to bring a diverse faith community together to remember and repair. Ours is a civic spirituality demonstrating Divine grace on Sunday and good works on Monday.” - **Dr. Jack Miranda, Executive Director, Jesse Miranda Center for Hispanic Leadership***

*“As a Faith and Community activist I am honored to partner with FACE on the SAIGU 30 Campaign. Our Multi faith -Multi Cultural partnership leads to poverty alleviation, economic development and unity. SAIGU's collaboration leads us to serving each other's communities and bring healing, peace & Prosperity for all Angelinos. We are here to be proactive and break down the walls that separate us so tragic events will not repeat again. No community should become a scapegoat for another's pain and suffering.” - **Mahomed Khan, President, American Muslim Strategies***

*“I dream a day when we all hold hands, regardless of race, color, or ethnicity, and chant together, 'We are United for Humanity.'” - **TC Kim, President, Korean American Foundation of Glendale***

*“It is such an honor for Claremont School of Theology (CST) to partner with Faith and Community Empowerment (FACE) on the SAIGU 30 Campaign. In commemorating the 30th Anniversary of the LA Riots, CST is grateful for the efforts of SAIGU to unite our communities for the continuing process of healing and wholeness. Through our focus and work in interreligious theological education, CST seeks to prepare leaders to become agents of transformation and healing in churches, religious institutions, local communities, schools, non-profit institutions, and the world at large.” - **Jeffrey Kuan, President and Professor of Hebrew Bible, Claremont School of Theology***

*APAs vs. Hate (AvH) is proud to stand with FACE and the Saigu Coalition to amplify the lessons of the LA Riots/Uprising nationally. - **Charles Jung, Executive Director, APAs vs Hate***

“White supremacy brought us segregation, policing, and devaluation in low-income neighborhoods. Add in the “model minority” myth — we have direct cause and effect of what has divided Black and Korean communities. We are in action where we can revise the future in unity - growing together in our shared



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experiences under oppression and dismantling white supremacy together--in solidarity. -Korean/Black American, Joanna M. Sweatt, National Field Manager, Common Defense.

"The aftermath of the L.A. Riots devastated thousands of families. In the years that have followed there have been incremental steps to bridge the gaps of friendship and trust between communities of color. I am proud to highlight FACE's proactive efforts to reach across the aisle to all communities to have the necessary conversations to build the trust and faith needed to fill those gaps." - Edward Yen, President, Los Angeles County Asian American Employees Association

"I am honored and privileged to be on the SAIGU committee. We are here together to overcome the sadness and pain of 30 years ago in the LA Riots and be able to settle down in unity. I hope that peace and harmony will remain for the generation to come." - Won S. Myung, President, Pava World

"We are glad to be partnering with FACE and their SAIGU campaign with a film screening of Far East Deep South to unite neighbors of different backgrounds. Understanding the respectful shared history between Black and Asian communities in places like the Deep South, that is rarely discussed, will help create stronger future bonds between communities in Los Angeles. " - Larissa Lam, Director/Producer of Far East Deep South

"I was working in Corporate HR in Simi Valley when the Rodney King verdict came down at the courthouse in the very community our office was located. Although we feared what might happen in Simi Valley, I was heartbroken over all that was taking place in my city, Los Angeles...the city I loved. A month earlier a couple colleagues had walked the LA Marathon, loved it & said, "People of all colors were cheering people of all colors on." That inspired me to do the LA Marathon the next year & 43 marathons total, as a prayer walk/run for the City, also mobilizing others in Marathon worship services to pray strategically for our cities. I'm so grateful to be part of SAIGU, coming together before the Lord for healing, unity & Oneness." - Pauline Nishida, Partnering Catalyst, Convener, Cru City

"Edison International is pleased to partner with FACE to commemorate the 30th anniversary of SAIGU. Much progress has been made since 1992, and we are pleased to help bring together multi-cultural



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communities on this important day.” - Caroline Choi, Senior Vice President, Corporate Affairs, Edison International and Southern California Edison

Planning Committee

Co-Chairs:

Hyepin Im, President & CEO, Faith and Community Empowerment

John Lee, LA City Councilmember

Bishop Kenneth Ulmer of Faithful Central Bible Church

Julius Robinson, Managing Director & Group Head of MUFG Union Bank

Bishop Grant Hagiya of the California Pacific Conference of the United Methodist Church

Rabbi Noah Farkas, President & CEO of Jewish Federation of Los Angeles

Members

- **Najee Ali, Community Relations, Operation Hope**
- **Angie Aramayo, Community Business Manager, Office of Mayor Garcetti**
- **Eric Asiedu, Director of Product and Sales Development, First Citizens Bank**
- **Chiae Byun-Kitayama, Koreatown Pico Union Community of Schools Administrator, Los Angeles Unified School District**
- **James Cho, International Student Director, Grace Mission University**
- **Carol Chung, Clinical Supervisor, Los Angeles County of Department of Health Services**
- **Jamie Chung, Office Manager, PAVA World**
- **Isaac Cuevas, Director of Public Affairs, LA Archdiocese**
- **Lem Daniels Vice President, Morgan Stanley**
- **Joshua Ferguson, Chairperson, FACE**
- **John Gamboa, Board Chair, California Community Builders**
- **Grace Yuan Gao, Student Journalist, USC**
- **Keren Goldberg, Consultant/Podcast Creator & Host, Program Development Innovation**
- **Candyce Ha, Community Outreach Specialist, FBI Los Angeles Division**
- **Yonah Hong, Community Volunteer**
- **Jerome Horton, President, Poverty Prevention Alliance**



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- **Charles Jung, Executive Director, APAs vs. Hate**
- **Hanna Kang, Graduate Student, University of Southern California**
- **Adnan Khan, President, Council of Pakistan 501c3**
- **TC Kim, President, Korean American Foundation of Glendale**
- **David Kim, Congressional Candidate**
- **Serapia Kim, Central Area Representative, Mayor's Office**
- **Mary Kohav VP, JEDI & Community Engagement, Jewish Federation of Greater LA**
- **Song-Hwan Kwon, DCG(Deputy Consul General), Korean Consulate**
- **Larissa Lam, Director, Giant Flashlight Media**
- **Natalie Lawless, Executive Director, The Diane E. Watson Center for Compassionate Intervention**
- **May Lee, Founder/Host/Professor, Lotus Media House/The May Lee Show/USC**
- **David C. Lee, CEO/Founder, Rogue Red**
- **Leila Lee, Director of Small Business & Entrepreneurship, Los Angeles Mayor's Office**
- **Daniel Lee, Attorney, Lee & Oh, APLC**
- **Kandee Lewis, CEO/President, Positive Results Center**
- **Vinnie Malcolm, Managing Director, The JAVM Group**
- **Sal Martinez, Commissioner, L.A. County**
- **Jack Miranda, Jesse Miranda Center for Hispanic Leadership**
- **Won S. Myung, President, PAVA World**
- **Pauline Nishida, Partnering Catalyst, Convener, Cru City**
- **Jeannette Ruiz Mayes, Loan Officer, SVB**
- **Najuma Smith-Pollard, Assistance Director, CMC**
- **Steve Wesson, Managing Director, University Partnerships and Village Ombudsman, USC**
- **Lisa Williams, Pastor, San Pedro United Methodist Church**
- **Eddie Yen, President, LACAAEA**
- **Jeffrey Yim, Community Sponsorship Program Manager, Home for Refugees USA**
- **Grace Yoo, Attorney, Law Offices of Grace E. Yoo**
- **Jiwan Yoon, Consul, Korean Consulate General in LA**
- **Rachel Zaiden, Director of Civic Engagement, Jewish Federation**
- **Bob Zdenek, Senior Advisor, CCEDA**
- **Yvonne Farrow, Arts Manager, City of Los Angeles Department of Cultural Affairs**



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- **George Enriquez, Pastor, ECC**
- **Dave Kim, Film Director**
- **Grace Ryu, Film Director**
- **Guillermo Torres, CLUE**
- **Jeffrey Kuan, President of Claremont Theological Seminary**
- **Yimi Casasola, Union Bank**
- **Hannah Lee, Tapestry LA**
- **Jieun Kim, Councilmember John Lee**
- **David Yoon, Tapestry LA**
- **Suzana Kim, Wilshire UMC**

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