



County of Los Angeles  
**COMMISSION ON HUMAN RELATIONS**

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**SAVE THE DATE**

**'ARMENIANS AGAINST HATE'  
PUBLIC SERVICE ANNOUNCEMENT LAUNCH**

**THURSDAY, MARCH 14th, 12:00 – 1:00 pm**

**VIRTUAL CONFERENCE VIA ZOOM**

The [Truth And Accountability League](#) (TAAL) in partnership with the LA County Commission on Human Relations and the anti-hate program and initiative, [LA vs. Hate](#), will hold a virtual press conference to launch their 'Armenians Against Hate' public service announcements (PSA).

Speakers include [Vic Gerami](#), TAAL Founder and Chair, Robin Toma, Executive Director of LA County's Human Relations Commission, Zarik Hacopian, featured in PSA NO. 1, and Henrik Vartanian, featured in PSA NO. 2.

The PSAs, produced by TAAL, include interviews with victims of anti-Armenian hate acts who encourage the public to report such incidents and get help at [LAVsHate.org](http://LAVsHate.org) or call 211. Armenians were targets of hate crimes significantly higher than any other group. The objective of the PSAs is to create awareness about anti-Armenian racism, Armenophobia, and hate acts, educate the public, and empower them to proactively confront such incidents. They will air on network and public TV, publication and partner websites, and social media.

Please RSVP to Antonio Cowser, at [ACowser@hrc.lacounty.gov](mailto:ACowser@hrc.lacounty.gov) for the Zoom link for the virtual conference. We encourage you to allow an extra five minutes to join via Zoom.

**About TAAL**

TAAL is a 501©3 non-profit advocacy organization founded in 2020 due to a significant increase in anti-Armenian racism, defamation, hate crimes, and Armenophobia. We monitor and confront bias, disinformation, propaganda, and slander of the Armenian people and culture at the media level, including social media, academics, intelligentsia, and public policy.

**Our Mission**

To protect human rights, promote equality, combat racism where it appears and exists, stop the defamation and threats of violence against people of Armenian ethnicity, educate the community about racism, bias, and discrimination, achieve worldwide recognition of the Armenian Genocide, and end the crime of Genocide for all people across the world.

*transforming prejudice into acceptance, inequity into justice, and hostility into peace*