



Let's stand together against the discrimination of Asian Americans

We can all agree that we are in the middle of a time of great uncertainty and anxiety due to COVID-19. So many people and organizations are working together to stem the spread of the virus, including taking actions that might mean personal short-term difficulties, all for the common good of our American friends and family. That's why we are condemning any racism and discrimination against Asian Americans — who have recently suffered from attacks, negative imagery and sharp declines in business related to COVID-19.

Asian Americans are core to the American community. They are our friends, neighbors, leaders, teachers, doctors, caregivers, business owners, and more.... COVID-19 is affecting all of us — Asian Americans included. When we stop supporting a business just because they are Asian, this means that their livelihood is affected, and so is their ability to buy everyday basics like food and medicine, pay for rent, utilities, childcare, education. This can potentially create a domino effect which will affect all of us who live and work in the U.S. We ask all of you to fight the discrimination against our Asian American friends and neighbors, and share the truth to correct mistaken portrayals you may read or see.

The CDC and WHO issued a call to action for all communities, collectively, to stand together so we can minimize the impact of the virus on our people and economy and it takes all of us working together. Asian American influencers have also launched [#WashTheHate](#), a social media campaign designed to raise awareness about anti-Asian bigotry amid the viral outbreak.

If there's a lesson to be learned from our current situation, it's that we are all connected. And here in the U.S., regardless of our background or ethnicity, we are bound by the fact that America is our home. Protecting our home, and each other, is something we must do together.

Sincerely,

David Kenny, CEO, Nielsen Media and Chief Diversity Officer

David Rawlinson, CEO, Nielsen Connect

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