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## **'CELEBRATE ARGYLE' LAUNCHES WITH A MISSION TO INCREASE VISIBILITY AND AWARENESS FOR ASIA ON ARGYLE DISTRICT IN UPTOWN, CHICAGO**

### **NEW COMMUNITY INITIATIVE CELEBRATES AAPI INDIVIDUALS, RESTAURANTS, AND AREA'S RICH AND DYNAMIC HISTORY**

CHICAGO – On March 16, 2021, six Asian women tragically lost their lives in Atlanta. They were Americans with hopes and dreams. Anti-Asian hate has drastically surged during this pandemic, due to hurtful and false rhetoric from the previous administration that scapegoated the Asian American Pacific Islander (AAPI) community by referring to Covid-19 as the “China Virus” and “Kung Flu.” Unfortunately, this is simply another chapter in a long timeline of anti-Asian violence that has always been present in our nation’s history.

Since March 2020, AAPI communities have felt the adverse effects of this rhetoric. With nearly 3,800 reports of anti-Asian verbal harassment, violence, and murder, AAPI-targeted hate crimes have increased compared to previous years, despite overall hate crimes decreasing during the pandemic. Two-thirds of crimes against AAPI are committed against women, making them disproportionately targeted. Businesses have been the primary sites of discrimination, accounting for 35% of hate incidents reported. Longstanding false narratives detrimental to the AAPI community must shift to more authentic narratives that acknowledge not only the socioeconomic struggles, but also the beauty of diverse AAPI cultures, customs, and traditions.

Celebrate Argyle, a new community initiative, is launching March 31, 2021 to elevate the vibrant community and leverage further public and private partnerships. The initiative will continue amplifying AAPI voices, foster community collaboration and bridge cultural divides in the Asia on Argyle district in Uptown, Chicago. Five Southeast Asian American community organizers from refugee families lead the initiative: Sany Nguyen, Trang Truong-Hill, Jennifer “Nuky” Pham, Hac Tran, and Hoan Huynh. Celebrate Argyle shines a spotlight on immigrant-owned restaurants and businesses as a unique culinary and shopping destination, while also connecting community members to critical resources through the pandemic and beyond. Celebrate Argyle will amplify the community’s rich immigrant stories, those that shape, define, and impact Asia on Argyle.

The local initiative is in collaboration with DishRoulette Kitchen, a non-profit organization that supports locally owned restaurants from the ground up through effective hospitality training. “DishRoulette Kitchen is excited to partner with the Celebrate Argyle initiative as we look to expand our community impact. DishRoulette Kitchen addresses the immense disparity in financially supporting the businesses that continue to feed and employ communities across the city. The Celebrate Argyle initiative is critical to the Asian-American business community as it focuses on dispersing funds and providing critical services. Our financial investment and thought partnership will be used to create lasting impact in a community that has been left behind. We hope this partnership signals to the City of Chicago that no matter the situation, collectively we will continue to survive and fight for the recognition we deserve,” said Jackson Flores, President at DishRoulette Kitchen.

Asia on Argyle is home to endless dreams and limitless potential that will never close because of fear and hate. Celebrate Argyle encourages individuals and allies to take action by learning AAPI stories and histories, donating to AAPI organizations, speaking up against anti-Asian rhetoric, and supporting small businesses. Continue to choose hope and love over fear and hate.

For more information about the initiative, please visit [CelebrateArgyleChicago.com](http://CelebrateArgyleChicago.com), subscribe to our mailing list, and follow us on Instagram: @Celebrate.Argyle

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