



MEDIA ALERT



EQUAL MEANS EQUAL Launches the FINAL IMPACT Initiative “MAKE THE CALL, JOE!” in NYC at FOCUS Art Fair

WHO: [Kamala Lopez](#), Founder and President of EQUAL MEANS EQUAL,
Actress, Filmmaker, Activist, and President of Heroica Films
Natalie White, Vice President of EQUAL MEANS EQUAL, International Artist and Activist

WHAT: As part of [EQUAL MEANS EQUAL](#)'s ongoing efforts, the organization has launched a new initiative titled “MAKE THE CALL, JOE!” as the final impact to ensure the Equal Rights Amendment (ERA) is published as the 28th Amendment to the United States Constitution before the November elections.

EQUAL MEANS EQUAL (EME) is a national non-profit organization focused on equal rights for all Americans, regardless of sex.

To get the word out in New York City and begin the nationwide call for equality, **EME's nationwide action FINAL IMPACT for the ERA will kick off in Manhattan to bring awareness and action to the need to publish the Equal Rights Amendment.**

The [Inside Out Photobooth](#) truck will be stationed outside the [FOCUS Art Fair](#) from May 9th-12th taking portraits. Passersby and attendees can step into the booth, pose for their portrait, and see their image print out as a larger-than-life black and white poster. The photos will be installed as a mosaic of faces, painting a portrait of present-day society to be viewed as a visual petition. The action is titled “[Inside Out - Publish the ERA](#)” and will showcase equality between all Americans, no matter race, creed, color, or gender and will be displayed at FOCUS Art Fair. Notable celebrities will also be participating and will be announced.

Internationally renowned artists including Shepard Fairey, Spencer Tunick, and Henri Reed have donated pieces to be auctioned off for the cause.

WHY: Women are still unequal in the United States. Informing the public of this legal injustice is critical to ending the discrimination and post-Dobbs rollbacks of rights, increasing every day. **Although the thirty-eight states needed have ratified the ERA, it still has not been published as the 28th Amendment as an official part of the U.S. Constitution.**

The ERA is a game-changer for American women, girls, and LGBTQIA+ people, making any discrimination based on sex or gender *illegal*. This includes discrimination regarding pay, gender-based violence, pregnancy, reproductive rights, bodily autonomy, LGBTQIA+ rights, and more.

96% of Americans believe that men and women *are equal* but over 85% believe this equality is *already provided for in our Constitution*. It is not. Implementing this public awareness campaign prior to the November 2024 elections is the last opportunity to enshrine equality for all Americans, regardless of sex, in the United States Constitution.

"We are demanding the country respect the will of the people, who overwhelmingly ratified the ERA on January 27th, 2020, support equality for all, regardless of sex, and publish the ERA immediately. EQUAL MEANS EQUAL calls the nation to action to urge President Biden to uphold the basic tenets of our democratic republic and direct the U.S. Archivist to enshrine the full equality of all its citizens under law as the 28th Amendment, providing them with the equal protection of our laws. Fulfilling the century-long journey of the Equal Rights Amendment, begun by Alice Paul in 1923, is a joyous and historic celebration that we invite all Americans to participate in."

- Kamala Lopez, Founder and President of EQUAL MEANS EQUAL

WHEN: VIP Night

Thursday, May 9: 6pm - 9pm

Public Opening

Friday, May 10: 11am - 7pm

Saturday, May 11: 11am - 7pm

Sunday, May 12: 10am - 6pm

WHERE: FOCUS Art Fair

548 West 22nd St.

New York, NY 10011

MEDIA OPPORTUNITIES

Ms. Lopez is available for onsite interviews and on-location broadcast, photo, and editorial opportunities. Photos and quotes will be available for servicing upon request.

FOR PRESS INQUIRIES / MEDIA REQUESTS, PLEASE CONTACT:

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For more information, visit:

Organization Website: www.equalmeansequal.org

Campaign Website www.finalimpact.org

ABOUT THE INSIDE OUT PROJECT

[Inside Out](http://www.insideoutproject.net) is a global participatory art project created by French artist JR to empower communities to make a statement through works of public art. Anyone in the world can create an "Inside Out Action" by displaying large-scale black and white portraits of members of their community in public spaces. These installations are documented and shared online to amplify communities' messages. Actions have revolved around a range of topics: diversity, community, feminism, racism, climate change, education, children's rights, and art are just a few of them. Over the past decade, more than half a million people spanning 152 countries and territories have participated in the Inside Out Project. Through their Actions, communities worldwide have sparked collaborations and conversations. Learn more: www.insideoutproject.net

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