



**For Immediate Release**

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## Equal Rights Center Launches Fair Housing “Empowerment” Campaign

WASHINGTON, D.C., January 7, 2010 – The Equal Rights Center (ERC), a national non-profit civil rights organization, has launched a Fair Housing “Know Your Rights” campaign educating the immigrant community, the LGBT community, and survivors of domestic violence about their fair housing rights.

“During these trying economic times, the last thing a person needs is additional obstacles when trying to find safe and suitable housing,” remarked Don Kahl, ERC Executive Director. “We want people to know that housing discrimination – based on where you come from, your sexual orientation, or your survival from abuse – is absolutely wrong, and there is something you can do to right it.”

The campaign centers on a series of public service advertisements (PSA), printed in both English and Spanish and installed in Metro Center, Gallery Place-Chinatown, L’Enfant Plaza, Mt. Vernon Square, and Shady Grove Metro stops. Multiple bus lines throughout D.C., Virginia, and Maryland also feature the advertisements. The ERC collaborated with the D.C. Office of Human Rights (OHR) in the creation of this campaign.

ERC Communications and Outreach Manager, Ashley White, elaborated, “We want individuals to feel empowered when they see these ads. The message we hope to spread is, ‘This is my life, and these are my rights.’ No one should feel alone when they face discrimination.”

Through a multi-faceted approach—including training, education and outreach, advocacy and counsel, and testing—the ERC targets discrimination in housing rentals and sales, home warranty coverage, homeowners insurance, predatory lending, redlining and reverse redlining, and accessible housing for persons with disabilities. The ERC has developed a national reputation for excellence in its fair housing investigations and testing initiatives that have led to widely publicized and landmark civil rights cases.

To view the advertisements visit, [www.equalrightscenter.org](http://www.equalrightscenter.org)

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**About the Equal Rights Center ([www.equalrightscenter.org](http://www.equalrightscenter.org))**

Since 1983, the Equal Rights Center (ERC), a national non-profit civil rights organization, has worked to identify, challenge, and eliminate discrimination. The ERC combats discrimination in housing, employment, access to public accommodations and government services, disability rights and immigrant rights, through education and outreach, research, testing,

counseling, advocacy and enforcement.

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