



## **NATIONAL PRESS ADVISORY: FOR IMMEDIATE RELEASE - APRIL 17, 2009**

# **Marriage Equality USA and Students for Equality Launch 'Equality Wanted' Public Education Campaign**

### **Media Contacts:**

Molly McKay, Marriage Equality USA, 510-332-0872, [media@marriageequality.org](mailto:media@marriageequality.org).

Eric Ross, Students for Equality, 619-850-3742, [eross@studentsforequality.com](mailto:eross@studentsforequality.com)

**California:** Marriage Equality USA (MEUSA) and Students for Equality are launching an 'Equality Wanted' ad campaign that focuses on the classified sections of local newspapers around the country including wanted ads, lost & found ads, for sale ads, personals, obituaries, etc. Classified ads are set to launch in local newspapers across the country starting on **May 3rd** in newspapers such as USA Today, LA Times, S.F. Chronicle, San Diego Union Tribune, Orange County Register, San Gabriel Valley Tribune, Sacramento Bee, and Fresno Bee.

"While protests and marches are an important part of the fight, we also need to keep coming up with creative and easy ways for marriage equality supporters to keep the public engaged on this issue," say Eric Ross, co-founder of Students for Equality. "The ads will use humor to highlight the serious issue of marriage discrimination and the harms that result from the passage of Prop 8."

"We need to do everything we can to create marriage equality moments," said Molly McKay, National Media Director of Marriage Equality USA. "This project is a great way to reach out to the public in an unexpected way and ask them for assistance. With the passage of Proposition 8, equality and fairness went missing in California, we need everyone's help to ensure we return justice to its rightful place in our State Constitution."

Examples of the types of ads that will be seen in newspapers across the country can be seen below:

#### **LOST AND FOUND**

Lost - my right to marry the person I love. Last seen on November 4th, 2008. If seen, please return to law abiding, taxpaying citizen. It is dearly missed.

#### **FOR SALE**

My Rights

#### **WANTED**

The right to marry the person I love. If anyone has a right to marry that they are not using, please let me know. This right must be non-revocable and available to all people regardless of their sexual orientation. Please call ASAP if you can help me secure equality for all.

#### **TEMPORARY HOME NEEDED**

My right to marry the person I love needs a good home since I am temporarily displaced from my Constitutional Protections. If you know of a place where I can protect my dream to marry him/her until I can get my rights back, please contact me.

#### **PERSONALS**

Seeking responsible committed right to visit my spouse in the hospital when I travel out of state, ability to give my social security benefits to my spouse and seeking the 1,138 other federal rights denied my spouse at present - No flakes or substitutes need apply!

*Founded in 1998, Marriage Equality USA is a national grassroots organization whose mission is to secure legally recognized civil marriage equality for all, at the federal and state level, without regard to gender identity or sexual orientation. For more information go to [www.marriageequality.org](http://www.marriageequality.org)*

*Students for Equality is a national grassroots organization dedicated to keeping the youth involved in LGBT activism. For more information go to [www.studentsforequality.com](http://www.studentsforequality.com)*