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EBONY ENTERS ITS 75 YEAR LAUNCHING CHARITABLE FOUNDATION AND BAILING THOUSANDS OUT OF JAIL TO GET THEM HOME BY THE HOLIDAY

LOS ANGELES (October 3, 2019) – Since 1945, EBONY and JET have been the preeminent voice of the Black community in relationship to business, the arts, and the civil rights movement. 75 years later, the EBONY voice remains relevant and essential in our changing social climate. EBONY is pleased to announce the launch of The EBONY Foundation, the national nonprofit arm of Ebony Capital Partners, LLC.

The Ebony Foundation's new initiative, HOME BY THE HOLIDAY, addresses the urgent need for bail reform and will be raising funds for bailouts in advance of the holiday season and has set the goal of bailing out 1000 people by December 31, 2019, and 10,000 by December 31, 2020.

Black and brown people account for more than 50% of the pre-trial population nationwide and up to 90% in some jurisdictions. Pre-trial detention, fueled by unaffordable cash bail, accounts for nearly 100% of all jail growth in America in the past 20 years.

The EBONY Foundation will donate proceeds from HOME BY THE HOLIDAY to organizations such as The Bail Project and their National Revolving Bail Fund as well as the American King Foundation, to bring people home before the holidays. Because money is returned at the end of a case, donated dollars can be used multiple times, maximizing the impact of every contribution.

The website HOMEBYTHEHOLIDAY.COM launches this October, targeting the release of incarcerated men and women to be reunited with their families for Thanksgiving, Christmas, Ramadan, Kwanza, New Year's Eve and continuing during holidays throughout the coming year ahead. The Bail Project will remain a support for participants throughout their pre-trial process. The Bail Project will stay in touch with people, providing court reminders, transportation

assistance, and voluntary referrals to social services and community supports.

For more information, visit www.HomeByTheHoliday.com.

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