



NAACP

Rochester Branch

For Immediate Release:

April 16, 2024

“Not in Our Town” – Rochester Branch of the NAACP Statement on Racist Act

Rochester, Minnesota – April 16, 2024

We, the [Rochester Branch of the NAACP](#), stand united in condemning the recent hateful incident involving the use of a racial slur against black and brown people in the immediate vicinity of Rochester Century High School. This reprehensible act not only undermines the values of our community but also sends a disturbing message to our youth who should feel safe and respected.

It is deeply disheartening that such bigotry and ignorance persist in our midst, especially in an area where our impressionable high school students can witness it firsthand. We must all come together to condemn and reject racism in all its forms and work towards building a more inclusive and equitable community. A strong message of “not in our town” needs to be sent:

1. Not in our town, will children feel unsafe.
2. Not in our town, will racism be tolerated
3. And Not in our town will hatred find a home. Love wins!

We urge anyone with information about the incident to come forward and assist in holding the perpetrator(s) accountable. Silence only serves to perpetuate injustice.

We call upon our community members to stand with the NAACP and Rochester’s Black and Brown community in solidarity against racism and discrimination. Let us use this incident as a catalyst for meaningful dialogue, education, and action to combat hatred and promote understanding. Together, we can create a community where all individuals are respected, valued, and celebrated for who they are.

We are launching a “Not in our Town” campaign starting with these initial events. Please download the flyer from our website.

1. **Not in our Town Community Rally:** We invite all Rochester Community members and students to join us on Saturday, April 20th at 11 am for an important positive community rally that will go over the bridge where the ugly incident took place, to an open area below the bridge so that we can be in community, fellowship and love. Community members, students, families, community leaders, and elected officials are requested to be in attendance.
2. **Transform Hate to Love:** Our goal is to transform the site of the hateful message, and several others into a symbol of unity and love. At 9 AM on Saturday, April 20th, local volunteers will work on creating messages of love and unity on the bridge. We are also seeking volunteers! To volunteer, sign up at [Rochester Branch of the NAACP website](#). Get engaged and [become a member](#)!
3. **Uplifting Student Voices:** Many students have been impacted and traumatized by this and the Rochester Branch of the NAACP is looking to uplift student voices and provide a safe space for conversation. A face-to-face

townhall focused on student voices is planned to take place next week (Week of April 22nd). The townhall will include students, Rochester Branch of the NAACP Leaders, and select members of Rochester Branch NAACP's Youth Council that is being re-established. The townhalls aim to facilitate meaningful dialogue and address concerns about racism and discrimination. **Please stay tuned on location and check our website for additional information in the coming days.** We encourage all students to write essays about racism, what they've experienced, as well as their hopes and dream. The Rochester NAACP will provide students the option to remain anonymous when submitting their essays. We want to use this opportunity for critical reflection and positive and healthy action.

4. **Community Conversations:** The incident not only affects students but the entire Rochester community and on the week of April 29th, the Rochester Branch of the NAACP will host a larger community townhall that will include elected leaders, community leaders, law enforcement, and families.

Let us join hands to ensure that such acts of hate have no place in our community.

NAACP
Rochester Branch

NOT IN OUR TOWN
Will children feel unsafe
Will racism be tolerated
Will hatred find a home
LOVE WINS!

**We stand with our Black and Brown
community members and youth.**

Saturday April 20th 2024 . 11:00 am
Lawn area right under bridge near
Century High School
26th St. NE, Rochester



naacprochestermn.org



For media inquiries or further information, please contact:

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About the NAACP

The NAACP is the oldest and most prominent civil rights organizations in the United States, founded in 1909 with the Rochester Branch of the NAACP being established in 1965. At the NAACP, we envision an inclusive community rooted in liberation where all persons can exercise their civil and human rights without discrimination. We are committed to a world without racism where Black people enjoy equitable opportunities in thriving communities. Our mission is to achieve equity, political rights, and social inclusion by advancing policies and practices that expand human and civil rights, eliminate discrimination, and accelerate the well-being, education, and economic security of Black people and all persons of color. All funding and donations raised go 100% to support equity and social justice efforts. Engage with us, lend your support, consider becoming a member, and contribute to driving positive change in our community. Thriving Together!