

## FOR IMMEDIATE RELEASE

July 20, 2020

### **RACIAL JUSTICE AND CIVIL RIGHTS ORGANIZATIONS APPLAUD MASS-BASED BREWERS WHITE LION AND TRILLIUM ON BLACK IS BEAUTIFUL INITIATIVE**

Springfield and Boston, MA — The Healing Racism Institute of Pioneer Valley (HRIPV) and Lawyers for Civil Rights (LCR) jointly applaud Massachusetts-based brewers White Lion and Trillium for their leadership and partnership on Black is Beautiful, the nationwide initiative supporting justice and equity for people of color in the wake of George Floyd's murder in Minneapolis. The brewers will release their collaborative imperial stout on August 7 for public sale at Trillium's taprooms and White Lion's retail outlets. The breweries have pledged proceeds from this collaboration to benefit HRIPV and LCR.

White Lion and Trillium joining forces is a powerful and uplifting example of deliberate and intentional collaboration and innovation in the private sector to support racial justice, equity, and diversity. This initiative creates a local and national model for supporting racial justice.

"We recognize our great need for partners and to work in solidarity with similar minded groups. We applaud our founding member, Ray Berry and the folks at Trillium for their unwavering commitment to the right side of history," said Vanessa Otero, Interim Director of Healing Racism Institute of Pioneer Valley.

"Racism is not a relic of the past—it is a present and dangerous force in our society. People of color and immigrants require fearless advocates willing to fight with and for them. We are grateful that White Lion and Trillium have answered the call," said Iván Espinoza-Madrigal, Executive Director of Lawyers for Civil Rights.

LCR and HRIPV jointly applaud White Lion and Trillium for their visionary leadership in supporting people of color. We are also grateful for White Lion's and Trillium's support.

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#### *About HRIPV*

[Healing Racism Institute of Pioneer Valley](#) works to build a racism-free community.

#### *About LCR*

[Lawyers for Civil Rights](#) fosters equal opportunity and fights discrimination on behalf of people of color and immigrants. We engage in creative and courageous legal action, education, and advocacy in collaboration with law firms and community partners. We focus on [impact areas](#) that represent the front lines in today's battle for equality and justice. LCR is headquartered in Boston. We represent clients across Massachusetts and surrounding communities—and the impact of our life-changing work ripples across the country.