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AS NY BUDGET NEGOTIATIONS INTENSIFY AND CRIMINAL JUSTICE REFORM HANGS IN THE BALANCE, NEW YORKERS UNITED FOR JUSTICE INVESTS OVER \$200,000 IN TV & DIGITAL PUBLIC EDUCATION

Final Paid Push Focuses Once Again on Long Island, NYC Suburbs; Stresses Safety and Fairness

NYUJ PAID MEDIA INVESTMENT NEARS \$1 MILLION THIS QUARTER; FOCUS IS ON CRITICAL PRE-TRIAL REFORMS

(New York, NY) With only 13 days left in the budget and long-overdue criminal justice reform measures still uncertain, today New Yorkers United for Justice, a 13-member coalition of local and national groups led by two formerly incarcerated New Yorkers, debuted the campaign's third ad focused on educating the public about the need for reform, supported by an investment of over \$200,000. A link to the TV spot, focused on the overall safety and fairness benefits of criminal justice reforms including bail reform, access to a speedy trial and fixing flawed discovery laws, can be found [HERE](#). Knowing that nearly all issues are won and lost in the suburbs on Long Island and in the Hudson Valley, New Yorkers United for Justice is concentrating its public education campaign in those areas.

"The crucial pretrial reforms under consideration are fair and a boost for community safety - and it's critical that New Yorkers are aware," said **Khalil A. Cumberbatch**, Chief Strategist for New Yorkers United for Justice. "Issue campaigns in New York are won and lost in the suburbs - and that's why we're focused on making investments there. We look forward to continuing this conversation - and setting the record straight against any misinformation."

"As a Long Island native, I know firsthand that families need to feel assured that criminal justice reforms are both fair and make us all safer," said **Topeka K. Sam**, Senior Adviser, New Yorkers United for Justice. "We are here to assure them that they meet those criteria."

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