



Media Kit



Community Center Address:
2610 S. Jones Blvd Suite #3
Las Vegas, NV 89146

Mailing Address:
1027 South Rainbow Blvd #253
Las Vegas, NV 89145

ACDCNV.ORG



ABOUT ACDC

Who We Are:

Building a Better Community for Asian Americans and Pacific Islanders (AAPI) in Nevada.

There is a pressing need to establish a coalition that takes the initiative to address issues that are affecting Southern Nevada's growing AAPI community. The Asian Community Development Council will align the needs of the AAPI community with the philanthropic and community engagement goals of corporations.

The Asian Community Development Council ("ACDC") is a nonprofit organization comprised of volunteers dedicated to building, connecting, and educating the Asian American and Pacific Islander community in Nevada. ACDC was officially chartered in 2015.

Our Mission:

Educate | Connect | Empower

The mission of the Asian Community Development Council is to improve the general well-being and education of the Asian American, Pacific Islander and other ethnic communities in Nevada. The ACDC will promote, foster, champion and advocate for Asian Americans and Pacific Islanders in the greater Nevada community.





NEVADA STATISTICS

Nevada AAPI Statistics

- Outside of California, the Las Vegas Metropolitan Statistical Areas (MSA) has the third-largest population of Asian Americans among all MSAs in the West region.¹
- Filipino Americans are the largest Asian American ethnic group in the Las Vegas MSA with a population of nearly 110,000. They are followed in size by Chinese, Japanese, Korean, and Indian Americans.¹
- “There are no official estimates of the number of undocumented Asian American immigrants in the MSA. However, if we assume that the nation’s 1.3 million undocumented immigrants from Asia are geographically distributed in ways consistent with its Asian American foreign-born population there may be at least 13,000 undocumented Asian Americans living in the Las Vegas MSA.”¹
- During the 2012-2013 school year, Tagalog, Chinese, and Vietnamese were among the top five languages spoken by English language learners in Nevada’s K-12 public schools.¹
- One in 10 Asian Americans is a senior in the Las Vegas MSA, a rate higher than all other racial groups except for Whites (17%).¹
- According to a 2012 report by the University of Nevada Las Vegas, Asian Americans have the highest rate of liver cancer incidences among any racial group statewide.
- Nevada is home to 291,000 Asian and Pacific Islanders (APIs), making about 10% of the state population.²
- 62% of Asian Americans in Nevada speak a language other than English at home; of those, 2 of 5 speak English less than “very well.”²
- 37,000 Asian Americans in Nevada lack health insurance.²
- 14,000 Asian Americans in Nevada live in poverty.²
- A study from the 2012 Nielson Report projects a growth of 2.9% (20.9 million Asian Americans in Nevada and other states by 2017.

¹ Statistics from the Asian American Advancing Justice report released in 2015.

² Statistics from APIA Vote report released in 2012.



SERVICES



Senior Programs

- Senior Referrals
- Translation
- Senior Activities
- Educational Programs



Youth Programs

- Job Development
- Leadership Training
- College Preparation



Community Programs

- Voter Education
- Health Education
- Employment Center



LEADERSHIP

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Boyd Gaming

Doretha Easler
NV Energy

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Cox Business

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MGM Resorts International

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Caesars Entertainment

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World of Feng Shui

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MGM Resorts International

Jude Nazareth
Montez Nazareth Law

Lisa Song Sutton
Entrepreneur | Forbes Writer

Serena Villamor
BASE Entertainment

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Touro University

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*St. Rose Dominican Hospital,
San Martin Campus*

Angela Castro
RTC

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*Ms. Asian North America
Organization*

Maggi Hsu
Zappos

Jocelyn King
Yamagata Group

Valerie Murzl
Station Casinos

Michelle Sharples
BASE Entertainment

Tim Wong
Arcata Associates

The Team

Vida Chan Lin
Founder & President

Marc Matsuo
*Associate Director of Civic
Engagement*

Cherina Kleven
Program Manager

Thohyenam Guerra
Communications Fellow

Nicholas Huynh
Civic Engagement Fellow

Randolph Huynh
Civic Engagement Fellow

Jahzel Cadavona
Development Intern

Michelle Le
Development Intern

Rochelle Mae Ruiz
Development Intern



PROJECTS & PROGRAMS

Chinatown Health Fair

February 22, 2015



ACDC members were present at a local Chinatown festival with flyers for local patrons. ACDC members engaged the patrons about our mission and services.





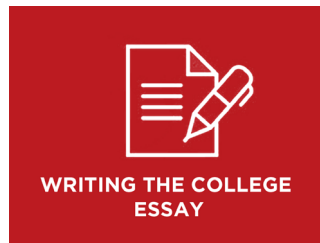
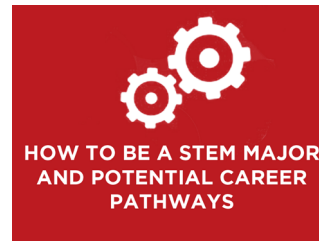
PROJECTS & PROGRAMS

College Readiness Boot Camp

September 26th, 2015



ACDC and OCA Las Vegas hosted a one day boot camp at the University of Nevada, Las Vegas (UNLV) featuring several workshops and expert speakers that gave guidance for high school students on how to prepare for college. Over 100 students and 50 parents attended workshops in various subjects including:



The Boot Camp will be an annually recurring event scheduled for August/ September 2016.



PROJECTS & PROGRAMS

Voter Education

2016 Presidential Election



ACDC members were in the Las Vegas community registering voters for the February Caucuses and for the November General Election. ACDC visited local high schools and talked to students in government classes and extracurricular clubs about the importance of voting. ACDC partnered with various businesses to register their employees to vote. At College of Southern Nevada (CSN) and UNLV, ACDC also partnered with college organizations to register college students. ACDC participated in various events in the community such as the Hawaiian Festival, Korean Festival, and Asian Culture Day. Through the efforts, over 3000 voters were registered by ACDC.





Guiding our children's future through Art, Culture & Education

Asian Culture Day Special Invitation

The Official Kickoff of National "Asian Culture Day" along with The 1st Annual Gala of the ASIAN CULTURE ALLIANCE

The Asian Culture Alliance (501c3) is pleased to invite you to the first, National "Asian Culture Day" on November 12th, 2015 at the Texas Hotel & Casino. We will be meeting on this date to celebrate and to promote the **Official Recognition** of an "Asian Culture Day," a celebration and Holiday to be held throughout the United States. There is a Holiday for Presidents, Labor, Pilgrims, and many others. We wish to have our day as well; to **officially** be recognized for our contributions to the past, present, and future of this beautiful country.

This "Asian Culture Day" Celebration will be a unique event featuring numerous presentations by local and international Asian Heritage Associations sharing their unique Art, Culture, and Education for everyone's enjoyment.

The event will be a tremendous opportunity to be recognized as a Sponsor and Donor for a great cause in front of many guests to include: distinguished dignitaries, politicians, community leaders, successful business people, humanitarians, philanthropists, and numerous other supporters of Cultures, Art & Education.

We need your Support to promote this **National Goal**, to **officially** recognize all Asians, and their unique contributions to the creation and continued success of the United States. We are an important part of the history of this country, and wish all to join us in this celebration.

Sincerely,

Cavin Jung, Founder and all ACA members

Supported By:

Sponsor ACA Online: <http://www.AC1112.org>



6330 Spring Mountain Rd. Suite A,B Las Vegas, NV 89146 702.522.0368

라스베가스한인회 Las Vegas Korean Association presents

The Inaugural

KOREAN FESTIVAL

"A Community of One"

NOVEMBER 21ST, 2015 10^{AM}-8^{PM}

Come join us for the
Largest Korean Community Festival in Las Vegas!
Featuring live cultural performances, great food and fun for the whole family!



@ KOREA TOWN PLAZA
6850 SPRING MOUNTAIN RD. LAS VEGAS, NV 89146

For sponsorships, vendor booths or for more information please contact
Oliver Lee: KoreanAssociationOfLasVegas@gmail.com (725) 777-9767 Johnny Byun: johnnybCPA@gmail.com (702) 250-9824

Sponsored by



50 % of the net proceed from the event will be contributed to Needed Students & LVMPD



REGISTER

TO VOTE

Caesars Entertainment

- Paris
- Rio
- Flamingo
- Planet Hollywood
- Caesar's Palace
- Linq
- Bally's





REGISTER

TO VOTE

Station Casinos

- Sunset
- Texas
- Santa Fe
- Palace
- Boulder Station
- Red Rock
- Green Valley Ranch
- Fiesta Rancho
- Fiesta Henderson






PROJECTS & PROGRAMS

Health Fair

January 9th, 2016


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 **FREE FLU SHOTS**

The flu ends with U...

.....

Health Fair at CAG
6330 Spring Mountain Rd.
Las Vegas, NV 89146
10:00am to 3:00pm
Saturday, January 9th, 2016
Please note: If you have insurance, please bring your insurance card!



Sponsored by: Walgreens in cooperation with ACDC & CAG.    AT THE CORNER OF "HAPPY & HEALTHY"

ACDC organized a Health Fair with various organizations offering services for senior citizens and voter registration. ACDC in partnership with Walgreens also gave free flu shots to the AAPI community.





PROJECTS & PROGRAMS

UNLV AAPI Leadership Luncheon

February 5th, 2016



ACDC partnered with UNLV Raising Our Asian Rights (ROAR) and UNLV Department of Diversity in coordinating a luncheon for UNLV AAPI organization's leadership to discuss resources and future collaborations. Various organizations (ROAR, Collegiate DECA, 1st Generation Club, Filipino American Student Association (FASA), Chinese Students and Scholars Association (CSSA), Asian Film Club, and Indian Students Association) representing a diverse AAPI background attended the luncheon.






PROJECTS & PROGRAMS

Nevada Mock Caucus Training

February 17th, 2016



ACDC in partnership with APIAVote hosted a Nevada Mock Caucus Training. Over 103 community members and organizers attended the event in preparation for the Nevada Republican and Democratic Caucuses.



**NEVADA
CAUCUS
TRAINING
LAS VEGAS**







8.5% of Nevada's
voting age population
is Asian American
or Pacific Islander.
So shouldn't we have a say
in the upcoming caucuses?

Come participate in a mock caucus
and training so you can be prepared!

6330 Spring Mountain Road
Suite A
Las Vegas, NV 89146

Wednesday,
February 17, 2016
6PM - 8PM

RSVP: bit.ly/nvcaucus



PROJECTS & PROGRAMS

Asian American Journalists Association (AAJA) Kick-Off Reception

March 19th, 2016



Asian American Journalists Association (AAJA) members from around the nation came to Las Vegas where ACDC and AAJA hosted a reception before the AAPI Presidential Candidate Town Hall in Las Vegas scheduled for August 10 - 13, 2016. The AAPI Presidential Candidate Town Hall will be hosted by AAJA, ACDC, and APIA Vote.





PROJECTS & PROGRAMS

APIASF Fundraiser

May 25th, 2016



Founder, Vida Lin and Associate Director, Marc Matsuo were involved in a committee to launch the very first APIASF Fundraiser in Las Vegas. All proceeds of the event went toward the APIASF Scholarship Fund in Nevada. Several AAPI government officials, judges, Board of Regents, as well as the President of Nevada State College, Staff of College of Southern Nevada, and President of UNLV were in attendance.





PROJECTS & PROGRAMS

APIA NV One Voice Civic Engagement Fair

June 4th, 2016

One Voice APIA Nevada

You are invited to the
ONE VOICE Civic Engagement Fair

- Voter Registration
- Citizenship Workshops
- Meet the Candidates
- Health Information
- Voter Education

Date: Saturday, June 4, 2016
Time: 10 a.m. to 5 p.m.

Where: RAPACD Cultural Center (Inside Lorenzi Park)
3339 West Washington Avenue
Las Vegas, NV 89107

Sponsored by:
Asian Pacific American Labor Alliance Nevada (APALA - NV)
Rising Asian Pacific Americans Coalition for Diversity (RAPACD)
In partnership with APIA Nevada: One Voice

For more information:
Gloria T. Caoile, APALA - gloriatacaoile@gmail.com
Salve V. Edelman, RAPACD - salveedelman@gmail.com
Rozita V. Lee, PressInfo - rozitalee@aol.com
Grace T. Vergara, APALA NV - grace.vergara@seiu.org

ACDC collaborated with various APIA organizations around the valley to form the APIA NV One Voice coalition, and held the first APIA NV One Voice Civic Engagement Fair held at the RAPACD Cultural Center in Lorenzi Park. The event promoted voter registration, voter education, and other resources.

Event attendees enjoyed cultural performances and had the opportunity to register on site for the upcoming elections. Various candidates from local positions came to engage with attendees and encourage voter registration.





PROJECTS & PROGRAMS

AARP Caregiving

June 29th, 2016



ACDC coordinated with AARP Nevada in holding a local dinner at Hong Kong Garden to promote early planning for caregiving. More than 500,000 Nevadans currently serve as family caregivers providing assistance to an aging parent or other loved one with the tasks of daily living. Event speaker General Taguba serves as a community ambassador for AARP; General Taguba advocates for caregivers and their families while sharing his personal story. Over 150 people attended to learn and support caregiving.





PROJECTS & PROGRAMS

APIA Town Hall

August 12th, 2016

APIAVOTE & AAJA PRESENT



2016 PRESIDENTIAL TOWN HALL

CAESARS PALACE
LAS VEGAS, NV

FRIDAY AFTERNOON
AUGUST 12, 2016

The Clinton and Trump campaigns have been invited to address the Asian American, Native Hawaiian, and Pacific Islander community

APIAVOTE.ORG/TOWNHALL

ACDC was the leading Nevada partner for the APIA 2016 Presidential Town Hall. ACDC's main role was to organize local APIA organizations to support the Presidential Town Hall Forum as well as providing local support with event execution. The Presidential Town Hall invited all four parties to present their vision of the United States and how it impacts the APIA Community. Hundreds of APIA organizations and attendees attended from around the country for the first Town Hall specifically for the APIA Community. The Town Hall was live streamed with over 20 states hosting their own watch parties.





PROJECTS & PROGRAMS

College Readiness Boot Camp

September 10th, 2016

SPONSORED BY:     HOSTED BY: **ASIAN COMMUNITY DEVELOPMENT COUNCIL**

COLLEGE

READINESS BOOTCAMP

ARE YOU READY FOR COLLEGE?

HOW IMPORTANT IS A STANDARDIZED TEST?

FOR HIGH SCHOOL STUDENTS (8th-12th) AND PARENTS

SATURDAY, SEPTEMBER 10TH
UNLV STUDENT UNION BALLROOM | 9:00 AM - 3:00 PM

AAPJ families are invited to learn about the resources designed to help your students find, pay for, and choose a right-fit college. There will be a complimentary breakfast and lunch with giveaways. Parking is free around UNLV campus.

- Financial Aid Workshop
- Tips on Applying for Scholarships and Grants
- College Life as Told by Current College Students
- The Advantages of Working While Attending College
- Writing an effective College Essay

REGISTER AT <http://bit.ly/ACDCBootcamp>



ACDC held their 2nd Annual College Readiness Bootcamp with a variety of workshops and panels focused on the College Application, Financial Aid, and choosing the right major. Over 200 attendees attended with students ranging from middle school to high school. ACDC developed key community partnerships with Panda Express, McDonalds, the Clark County School District, libraries, and other partners. Special raffle prizes included ACT prep sessions and a SAT Prep Course worth over \$1,000.





PROJECTS & PROGRAMS

National Voter Registration Day

September 27th, 2016



Tuesday, September 27, 2016

2:30pm - 6:30pm

Seafood City Supermarket
3890 Maryland Parkway
Las Vegas, NV

**OUR GOAL IS TO REGISTER, MOBILIZE and EDUCATE
ELIGIBLE VOTERS IN LAS VEGAS**

**REGISTER TO VOTE ON SITE
ENTERTAINMENT and FOOD**



In 2008, 6 million Americans didn't vote because they missed a registration deadline or didn't know how to register. ACDC partnered with various APIA organizations to organize a large voter registration rally in honor of National Voter Registration Day. The event consisted with live entertainment and guest speaker Tamlyn Tomita, actress from Joy Luck Club and Karate Kid, to energize volunteers to register people to vote. Through this collaboration, over 100 people in the APIA community were registered to vote.





PROJECTS & PROGRAMS

Asian American & Pacific Islander Community Town Hall

September 28th, 2016



**The White House Initiative on
Asian Americans and Pacific Islanders
Southwest Regional Network**

invites you to an

**Asian American & Pacific Islander
Community Town Hall**

*Officials from the U.S. Citizenship and
Immigration Services (USCIS), Federal Bureau
of Investigations (FBI), US Department of
Labor (DOL), Equal Employment Opportunity
Commission (EEOC), and Social Security
Administration (SSA) will present their
agency's over-view and answer your questions.*

**Wednesday, September 28, 2016
5:30 pm – 7:30 pm**

Hosted By:
Asian Community Development Council
2610 S. Jones Blvd., Suite 3
Las Vegas, NV 89146

RSVP <http://whiaapiroundlasvegas.eventbrite.com>

ACDC hosted the first AAPI Community Town Hall with the White House Initiative on Asian Americans and Pacific Islanders Southwest Regional Network to speak with leaders and members of the community. The town hall consisted of officials from US Citizenship and Immigration Services (USCIS), Federal Bureau of Investigations (FBI), US Department of Labor (DOL), Equal Employment Opportunity Commission (EEOC), and Social Security Administration (SSA) who gave more insight of their agency and their recent work. Over a hundred attendees came to engage with the officials about future policies and the recent work from each agencies.





PROJECTS & PROGRAMS

APIA NV One Voice Community Resource and Wellness Fair

October 15th, 2016

FREE TO THE PUBLIC

SPONSORED BY:
CAESARS ENTERTAINMENT
APIA Nevada

**1ST Annual
COMMUNITY
WELLNESS AND
RESOURCE FAIR**

**SATURDAY
October 15th 2016
10:00AM to 4:00PM**

**RIO ALL-SUITE
HOTEL AND CASINO
3700 W Flamingo Road
Las Vegas, NV 89103**

FREE Health Screening:
 Blood Pressure
 Blood Sugar
 Vision
 Dental
 Flu Shot*
 and much more

Immigration Workshop

Community Resources
 * If qualified

In Collaboration With:
ACDC **ACRC**
 702-489-8866 702-910-8688

For information about Immigration workshop, please contact 702-850-7210 or email christian@iAmerica.org

ACDC and APIA NV One Voice held a collaborative wellness and resource fair that provided multiple health services, nonprofit and governmental services, and a Citizenship Application workshop. Hundreds of attendees attended the six hour fair with translators available to help attendees.

Throughout the fair were ethnic performances that entertained attendees who learned about the various AAPI resources available at the nonprofit level to the government level; last minute voter registration was also provided by ACDC and APALA. Health providers provided health screenings and free flu shots courtesy of Walgreens. Health providers also advocated for preventative care through annual health screenings.





PROJECTS & PROGRAMS

ACDC Ribbon Cutting Ceremony

November 5th, 2016

ASIAN COMMUNITY
DEVELOPMENT COUNCIL

RIBBON CUTTING

ASIAN COMMUNITY CENTER

SATURDAY NOVEMBER 5TH
1 PM - 4 PM

Come join us for an ethnic wear fashion show, a BMX show featuring Ricardo Laguna, and appearance by elected officials, food truck and raffle drawings!

EVENT SPONSORS:

ACDC celebrated the launch of their community center with a ribbon cutting ceremony. The ceremony featured a BMX show featuring Ricardo Laguna, Lion Dance, and appearances from a multitude of elected officials including: Congresswoman Dina Titus, State Senator Ruben Kihuen, Assemblywoman Irene Bustamante Adams, Assemblyman Nelson Araujo, Councilman Bob Beers of Las Vegas, Councilwoman Gerri Schroder of Henderson, Mayor Protem, Isaac Barron of North Las Vegas, and former Nevada Attorney General, Catherine Cortez-Masto. Various members of the community joined in commemorating and supporting the organization by networking, learning about ACDC, and enjoying the entertainment.





IN THE MEDIA

Recent Media Coverage

SCMP.com, November 7th, 2016 - South China Morning Post *"Asian Americans find their political voice in the heart of US casino country" by Catherine Wong*

SCMP.com, November 4th, 2016 - South China Morning Post:
"Though small in number, Chinese American voters gain attention in presidential election" by Stuart Lau, Catherine Wong, & Liu Zheng

nos.nl, October 19th, 2016 - Nederlandse Omroep Stichting (Dutch Broadcast Foundation): *"Niet alleen Trump heeft te lijden onder Trump" by Buitenland*

NYTimes.com, October 1st, 2016 - New York Times:
"Donal Trump Is Seen As Helping Push Asian-Americans Into Democratic Arms" by Jeremy W. Peters
- Republished in Las Vegas Sun, Houston Chronicle, Lesechos.fr, The Straits Times, and Taipei Times.

Fusion.net, October 5th, 2016 - Fusion:
"Asian American voters are crucial to victory. Will they actually turn out to vote?" by Esther Wang

AsianJournal.com, September 21st, 2016 - Asian Journal:
"AAPI push for voter registration in Las Vegas" by Christina Oriel

MSNBC, March 23rd, 2016 - with Richard Lui

KNPR.org, March 7th, 2016 - Nevada Public Radio:
"Asian Voters Crucial for November" by Chris Sieroty

TheNation.com, February 23rd, 2016 - The Nation:
"The Gap Between New America and Old Politics" by Julianne Hing

NBCNews.com, February 12th, 2016 - NBC Asian America:
"For Asian-Americans Organizers, All Eyes on Nevada Ahead of Caucuses" by Emil Guillermo

AsAmNews.com, February 7th, 2016 - AsAmNews:
"Asian Americans and Pacific Islanders Could Make Difference in Nevada Caucuses" by Randall