

Date: Thursday, March 11th, 2021 11:00 a.m. (EST)

Stop Solitary CT Launches Statewide Promotion Campaign Featuring Bill Boards, Bus Ads, and Digital Ads; Hosts Press Conference Outside New Haven Correctional Center.

New Haven, CT – In front of the entrance of New Haven Correctional Center, Stop Solitary CT hosted a press conference about a new promotion campaign designed to shed light on prolonged isolation in the State’s correctional system. Directly impacted families and formerly incarcerated people testified to the inhumanity of solitary confinement, emphasizing that the new billboards highlighted the devastating reality of isolated confinement.



Stop Solitary CT’s new promotion campaign features four distinct designs that are rotating on digital billboards located on both I-84 and I-95. Stop Solitary CT lead organizer Barbara Fair spoke about the billboard that compared the torture of solitary confinement to animal cruelty saying, “We at Stop Solitary CT are not asking for groundbreaking work. We are simply demanding that the humanity of Black and Brown people be acknowledged and recognized. You shouldn’t have to be a black lab for people to care how you are treated.”



Stop Solitary CT's promotion campaign will also display the graphics for the billboards online through Hearst Connecticut Media. In addition, the campaign will feature targeted mailings and tail ads on CT Transit buses in the Hartford area. Stop Solitary CT's digital organizer Rahisha Bivens said, "The online graphics alone will give our campaign over a hundred thousand impressions, which will effectively educate the public about the torture that occurs in our State's prisons and jails."

Simultaneous to the launch of our promotion campaign, Stop Solitary CT released a new logo that features the slogan "Unlock Humanity" and a bright red hand. Stop Solitary CT Steering Committee Member Ann Massaro said, "This new logo represents the blood that we all collectively have on our hands. Solitary confinement is justified by our continued silence and quiet consent. The hand also represents our relentless fight to stop isolation. The PROTECT Act is just the beginning of our work to transform the justice system."

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