

The Red Movement Media Kit

—SOCIAL JUSTICE—
—ENVIRONMENTAL JUSTICE—

WWW.RED-MOVEMENT.COM

THE RED MOVEMENT

OUR STORY:

~The Red Movement is a grassroots social justice movement that connects the injustices against the Earth to the injustices against people.

~The movement started in 2015 and was globally launched in 2020 through the publication of the book with the same title internationally.

~The Red Movement shows that environmental justice is a human rights issue.

MISSION:

- To show every person what they can do to fight social injustice and the ongoing destruction of the environment in their own lives by giving people tools and actions.

-The cornerstone of the movement is that anyone can become an activist, and everyone is an activist through the items they buy and support each day.

CORE PRINCIPLES:

- Social Justice
- Environmental Justice
- Stopping Modern-Day Slavery
- Racial Equality
- Social Change
- Radical Transparency
- Economic Equity
- Accountability
- Preserving Human Rights & Dignity
- Empowering Marginalized Groups
- Global Action and Change

QUESTIONS TO ASK:

- What is The Red Movement?
- Why is it called "Red?"
- How does it make an impact?
- How is it different from other movements?
- When did this movement begin and why?
- Why should people care about this?
- What is the one thing you want people to know about this new movement?

AUTHOR BIO/CONTACT

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