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NEWS RELEASE

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SOCIETY OF UNATTRACTIVE PEOPLE FIGHTS AGAINST DISCRIMINATION BASED ON LOOKS

ITHACA, N.Y. – The time has come to stop discrimination based on appearance; Society Of Unattractive People is launching a campaign to raise awareness, fight inequality and send lobbyists to advocate for new legislation. More and more studies have been released in the last decade that show that attractive people earn more money in the workforce and are treated better than those of plain or average looks, according to writer Kate Lorenz. The term is lookism, which is defined by Webster’s New World College Dictionary as “prejudice or discrimination on the grounds of a person’s appearance.” SOUP, a nonprofit advocacy group, is starting its campaign with the unveiling of several pop-up photo displays around New York City, all of which will culminate in a grand exhibition and gala in the Metropolitan Museum of Art.

Dana Plezzy, SOUP’s founder and president, said: “It’s high time people are aware of this rampant discrimination plaguing our nation. And the only way we see the problem resolving is by changing the law.”

One of the group’s goals is to reform Title VII of the Civil Rights Act of 1964, which prohibits employment discrimination based on race, color, religion, sex and national origin.

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Through the gala and fundraiser to send lobbyists to Washington D.C., members of SOUP want to have “looks/physical appearance” added to that list.

More information about SOUP can be found at www.soup4equality.org. The office is located at 843 Columbia Ave., Ithaca, N.Y. The phone number is 607-555-6741.

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