

For Immediate Release:

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1.3 MILLION PEOPLE TUNE IN TO LOVE-A-THON ON INAUGURATION DAY

First Facebook Live Telethon Raises \$200,000 in 3 hours for ACLU, Planned Parenthood and Earthjustice

January 23, 2017, New York -- The [Love-a-thon](#), the first-ever Facebook Live telethon, held on Inauguration day, raised more than \$200,000 for the **ACLU, Planned Parenthood, and Earthjustice**. The event was inspired by the Jerry Lewis-style telethons of the past and served as a kind of counter programming to the events of the day. Funds are still being collected by [Crowdrise](#), the top platform for internet fundraising. The telethon was also streamed on Upworthy, the Love-a-thon's official media partner, and can still be watched at u.pw/Loveathon.

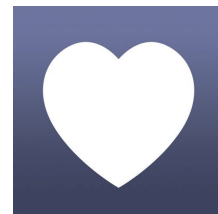
The Love-a-thon was hosted by World Champion Judah Friedlander and featured videos from more than 60 celebrities, including George Takei, Joshua Malina, Rashida Jones, Ilana Glazer, Chelsea Handler, Judd Apatow, Jane Fonda, Joseph Gordon Levitt and Misha Collins, among others. Simultaneously, a live mural was generated using comments on donations and posts on social media. The mural, which was drawn by Mandy Mei and Joseph Meloy, two local NYC artists, is being auctioned off. A timelapse is available [here](#).

"Watching the Love-a-thon blossom from just a dream on November 10th into a full-blown event has been incredibly heartening," said Love-a-thon co-organizer Alex Godin. "This changing of the Presidential guard felt like a really important opportunity to support causes like Planned Parenthood, the ACLU and Earthjustice as they gear up to do the critical work of fighting for our most marginalized communities – and democratic norms – over the next four years."

"Earthjustice is incredibly honored to have been part of the Love-a-thon and is grateful for the outpouring of support from all those who participated," said Lisa Garcia, Earthjustice's Vice President of Litigation for Healthy Communities. "During the coming months and years, our courts and our laws will be key to protecting our fundamental right to a healthy environment. Throughout the Bush administration, Earthjustice attorneys fought back and won against attempts to roll back environmental protections. We don't give up. With your help, we will do it again."

"People are feeling a sense of urgency and a desire to take action like never before, and the Love-a-thon provided the perfect vehicle," said Dale Ho, ACLU senior lawyer and director of the Voting Rights Project, who appeared on the Love-a-thon on Friday. "We were blown away by the amazing response the ACLU got; it will go a long way in helping us protect and defend the civil liberties enshrined in our Constitution, some of which are already under siege."

"We're so grateful for the outpouring of support we've seen since the election by people willing to donate their time, money and energy to help Planned Parenthood," said Cecile Richards, president of Planned Parenthood Federation of America.



She continued, "The Love-a-thon was a great opportunity for people all across the country to join together on Inauguration Day to support the causes they care about, and we were thrilled to be a part of it. We know that the majority of Americans support access to health care at Planned Parenthood and we saw that in the massive demonstrations this weekend where countless marchers carried signs that expressed support for the care we provide. Extreme politicians want to defund and shut down Planned Parenthood, which would deny millions of people the health care they rely on. While donations can't replace that, we are heartened by the love we're seeing and we will never back down or stop providing the care our patients need."

To make a donation to support the **ACLU**, **Planned Parenthood** and **Earthjustice**, visit www.donatotolove.com between now and Friday, January 27th.

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