

PRESENTED BY ADBOARD IN HONOR OF
ASIAN AMERICAN/PACIFIC ISLAND HERITAGE MONTH

WE SEE . . . API HISTORY



ADBBOARD

ASIAN AMERICAN



"The term 'Asian American' was first coined by activists in the 1960s. Their intent was to create a pan-ethnic community encompassing a variety of different Asian ethnicities that would come together to address issues such as stereotypes and racial discrimination. To a large extent, this goal of stirring political and social activism within the Asian American community was achieved, as demonstrated by the formation of the Asian American Political Alliance (AAPA) in 1968 by Berkeley graduate student Yuji Ichioka, who also coined and popularized the term."

– Casey Tran, *Hardboiled*



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