

Legal Aid Society Launches ‘Do NYC Justice’ to Raise Awareness of Critical Need to Connect People With Resources

The campaign created by Kettle will provide vital emergency information for New Yorkers seeking help on housing, immigration and more.

(NEW YORK, NY) — **The Legal Aid Society** today launched “Do NYC Justice,” a public awareness campaign that aims to create a better vision of “justice” for under-resourced Black and Latinx communities across New York City: a vision grounded in expanding access to existing community resources and in creating more resources through true community investments. By providing access to a one-stop resource directory for New Yorkers seeking help or information about their rights and benefits, and by uplifting community members in their calls for more community investments, “Do NYC Justice” hopes to knock down the barriers to justice for many New Yorkers.

Created by the award-winning creative agency Kettle, “Do NYC Justice” is a hyperlocal targeted campaign that will appear in marginalized neighborhoods where people are most often in need of help, but least often connected to essential community resources and equitable services. Based on arrest data analyzed by Legal Aid and Kettle, the campaign ads will run in the most overpoliced zip codes, which are [typically](#) the most under-resourced neighborhoods, and offer a directory of resources to support people in their time of need.

“Do NYC Justice” will be highly visible, spread across digital, out-of-home and direct mail, and featured in key Metropolitan Transportation Authority locations. This includes a two-week digital takeover at the Jamaica subway station in Queens, on billboards in 140 bodega windows, ads on 157 subways as well as on LinkNYC – New York’s public communication kiosks. The rollout also includes targeted social media content and influencer marketing initiatives, mailers and other grassroots collateral including books, zines, and personalized stickers to reach citizens at a neighborhood level.

The campaign will focus on elevating citywide resources through 311 NYC Services, 988 Mental Health Crisis Intervention, 100 Suits for 100 Men, or Center for Justice Innovation / Save Our Streets (S.O.S.).

“The people we serve and all New Yorkers deserve investments that strengthen and support communities,” **said Twyla Carter, Attorney-in-Chief and Chief Executive Officer of The Legal Aid Society.** “We must elevate access to existing community resources and push for more services to end racial injustice for historically under-resourced Black and Latinx neighborhoods. At its core, this campaign aims to support everyday New Yorkers by centering services, not arrests, as the vision for a just future for us all.”

Kettle CEO Lauren Kushner said, “The Legal Aid Society has built a large network of community justice initiatives to help people find resources in the community, but many people didn’t know about it, and we wanted to change that. Together, we built ‘Do NYC Justice’ to advocate for New Yorkers in locations they need it most and hopefully drive change across the state.”

About The Legal Aid Society

The Legal Aid Society exists for one simple yet powerful reason: to ensure that New Yorkers are not denied their right to equal justice because of poverty. For nearly 150 years, we have protected, defended, and advocated for those who have struggled in silence for far too long. Every day, in every borough, The Legal Aid Society changes the lives of our clients and helps improve our communities. <https://www.legalaidnyc.org>

About Kettle

Kettle is a digital creative agency that operates at the intersection of design and technology. Its client portfolio includes Apple, T-Mobile, Nike, American Express, Glossier, Discover, NBC Universal, and many more. The company specializes in delivering digital products and content-forward experiences that foster stronger connections between brands and customers. Kettle aims to be the go-to partner for tackling the most ambitious challenges in the industry, ranging from helping start-ups disrupt the status quo to guiding and supporting established leaders constantly redefining their field. For more information, visit wearekettle.com. Kettle is a part of the Code and Theory Network, a Stagwell-owned Company.

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