

**Title:** BlackGold Movement To Produce #IAMJaneRoe Hip Hop & Reproductive Justice Initiative Funded By Urgent Action Fund for Women's Human Rights (UAF)

**Summary:** [BlackGold Movement](#), founded by Hip Hop artist and cultural organizer Coco Peila, has just been awarded a grant from [Urgent Action Fund for Women's Human Rights](#) (UAF) for their upcoming #IAMJaneRoe Hip Hop & Reproductive Justice music Initiative. The initiative is designed to raise awareness and activate frontline communities and key stakeholders around the U.S. Supreme Court's attempt to overturn Roe v. Wade through a Hip Hop-driven, musician and influencer social media challenge, EP, and accompanying audiovisual release campaign.

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**Press Photos:**



Photo courtesy of @AmirThePhotographer



RyanNicole via MsRyanNicole.com



Aima the Dreamer courtesy of Aima the Dreamer



Aya de Leon courtesy of The Author

## **BlackGold Movement To Produce #IAmJaneRoe Hip Hop & Reproductive Justice Initiative Funded By Urgent Action Fund for Women's Human Rights (UAF)**

[BlackGold Movement](#) (BGM), founded by Hip Hop artist and cultural organizer Coco Peila, has been awarded a grant from [Urgent Action Fund for Women's Human Rights](#) (UAF) for their upcoming #IAmJaneRoe Hip Hop & Reproductive Justice music Initiative. **The initiative will raise awareness, and activate frontline communities and key stakeholders around the U.S. Supreme Court's attempt to overturn the landmark ruling *Roe v. Wade* through a Hip Hop-driven, musician and influencer social media challenge, EP, and accompanying audiovisual release campaign.**

The #IAmJaneRoe initiative is designed to activate musicians, influencers, and their communities in an online challenge to explore the issue of reproductive justice through Hip Hop, storytelling, and music of the African diaspora. The first single from the EP will feature [Coco Peila](#), as well as GRAMMY®-nominated multihyphenate [RyanNicole](#), multidisciplinary artist [Aïma the Dreamer](#) who named the initiative, coining the phrase “I Am Jane Roe”. They have worked for over 20 yrs locally and nationally to uplift the beauty and resilience of Oakland’s queer and trans\* BIPOC community, and a partnership with award-winning author, and UC Berkeley professor [Aya de León](#). The initiative will feature the aforementioned artists along with several other Hip Hop artists and influencers in the social media campaign and on the EP remixes.

BGM is a grassroots intersectional Black feminist Hip Hop organization, created **with the mission to reverse the flow of resources from the West back to Africa along the transatlantic slave trade routes through Hip Hop, storytelling, & music of the African diaspora**. BGM’s vision focuses on six key areas:

- Intersectional Black Liberation
- Black Women & Girls’ Liberation
- Hip Hop
- Artist Liberation
- Climate Justice
- & Solidarity Building

As [UAF](#) states, “this summer the United States Supreme Court is set to make a decision that has the potential to overturn *Roe v. Wade*, the landmark ruling that went into effect 50 years ago protecting the rights of women to an abortion without government interference.

**Beyond the threat to abortion rights, the overturning of *Roe v. Wade* has serious implications and potential consequences for other feminist causes, including birth control, gay marriage, transgender rights, and the safety and security of LGBTQ and feminist activists.”**

The #IAmJaneRoe single will release in June 2022, followed by the social media challenge and EP with the same title featuring all-female producers [Shy'An G](#), [Lil MC](#) & [Money Maka](#).

#IAmJaneRoe is BGM's third initiative to date, following the "[The Pretty Heist](#)" - *an audiovisual media campaign and art exhibit centered around Black Women & Girls' liberation, addressing the impacts of sexism, anti-black racism, white supremacy, and the beautification industry on Black Women & Girls' relationships to themselves and each other, and their access to economic resources*, and it's most recent [Whose World?](#) Hip Hop and Climate Justice initiative that includes a two-cypher suite, and music project featuring acclaimed artists from the [Bay Area](#), Abuja, Washington D.C., and [New York City](#). The *Whose World?* EP and cyphers were born out of Coco Peila's participation in [Creative Wildfire](#), a *collaborative call to collective action from frontline communities*, represented by [Climate Justice Alliance](#), [Movement Generation](#), and [New Economy Coalition](#).

Ellen Choy, co-director of Movement Generation shares about the project, "BlackGold Movement represents strong feminist Hip Hop. Not just through their representation of women / queer / gender-expansive artists, but through fierce lyrics that speak to the challenges facing women and queer folks as well as the power of dismantling patriarchy. We experienced it through the lens of ecological and climate justice - and their work was able to effectively express those issues as deeply feminist in a digestible way."

"The recent statement UAF released inspired BGM to think about the implications and potential consequences overturning Roe v. Wade would have on Black women in the U.S. across the intersections of race and class as well. In the Black community, many of us use the famous James Baldwin quote "Injustice anywhere is a threat to justice everywhere" as a North Star to help us remember that it is always the right time to interrupt oppression regardless of whether or not it's being targeted at Black people. But for too long the oppression of women (Sexism), and "Women's Issues" have been viewed as separate, insignificant, and even non-existent social justice and human rights issues. Without acknowledging and prioritizing the experiences of women, Black women in particular, and the ways patriarchy impacts and limits our lives and autonomy we (Black people) can't accurately assess how anti-black racism functions and impacts all of us, or paint the full picture of what our liberation looks like." according to Coco Peila, BGM founder. "Protecting women's reproductive rights and the rights of all people with wombs would still be a deserving cause, even if it had no intersectional implications, but it absolutely does. We can no longer afford to treat Reproductive Justice as a secondary issue to be addressed after we bring about other types of social change. I think the recent leak of the Supreme Court's intentions and its implications for every marginalized group has shown us that."

[Aïma the Dreamer](#), key collaborator, creator of the initiative's name, and member of the Bay Area's Femme Deadly Venoms shares, "Whether you have a womb or came from a womb, this affects us all...These are rights that have been fought for and need to continue to be fought for."



The more we have control over our bodies, the more we're able to participate in the workforce, government, and community leadership and take on positions of power. Taking away access to legal abortions will not stop abortions, but it will create a public health crisis affecting our most vulnerable populations, with BIPOC women and LGBTQI+ folks of color being vastly the [most impacted](#)."

"Throughout US history, men in power have denied women reproductive rights--from forced procreation during chattel slavery in colonial times to various programs of forced sterilization of women of color and other marginal women. Since the Roe decision in 1973, these same forces have been systematically restricting the right to abortion care. Women demand basic human rights and dignity. Because humanity relies on our ability to reproduce (and generally care for) future generations of humans, it is our reproductive and care labor that ensures the future of the species. Patriarchy demands to control and exploit these capacities, but we demand full control and autonomy of every body with a womb and to honor and respect our reproductive and care work capacities and labor. We must have the final say over our reproductive choices. Full stop." says key collaborator [Aya de León](#) of the African American Studies Department at UC Berkeley.

Stay tuned with BlackGold Movement and the #IAmJaneRoe initiative by **following @CocoPeila and @BlackGoldMovement on Instagram and their website BlackGoldMovement.com**. *If you borrow any of our language or framework shared in this press release please reference Coco Peila and BlackGold Movement. Thanks in advance.*

