



NATIONAL ORGANIZATIONS HOSTING SERIES OF EVENTS TO HIGHLIGHT FLAWS OF THE DEATH PENALTY AND CALL FOR ABOLITION

[Lush Cosmetics](#) and the [National Coalition to Abolish the Death Penalty](#) (NCADP) are holding a series of community engagement events across the country. Using Lush's 200 U.S. stores as a base of activity, each event will educate members of the community on the ways in which the death penalty has failed to improve public safety and encourage people to get involved in the national effort calling for the abolition of capital punishment. This campaign is just one more example of momentum away from the death penalty in the US and globally. It expects to be joined by other companies and business leaders with a strong commitment to human rights.

As part of the national campaign, running from May 15 – 25, 2017, Lush, the NCADP and other organizations will host Death ≠ Justice events in major cities including Chicago, Atlanta, St. Louis, Phoenix and West Des Moines. The events will feature speakers including exonerees, grassroots organizations and activists, who will share personal stories and experiences as well as information about how the death penalty does not improve public safety, address root causes of crimes and is not applied fairly across the country. They will be urging people to get involved in efforts that do impact public safety, for example, hosting a community engagement forum on violence prevention in schools, or improving educational opportunities for all children and making sure that families at risk have the support that they need.

“We are thrilled that Lush Cosmetics, with its considerable track record on human rights has joined this effort calling for abolition of the death penalty,” said Diann Rust-Tierney, Executive Director of National Coalition to Abolish the Death Penalty. “It’s a perfect partnership for our organization and the 90 Million Strong Campaign. For more than 40 years we have been engaging volunteers and activists to end the death penalty. Lush is helping to turbo charge those efforts in-shops, online and on social channels by engaging its many followers and fans across the country.”

Lush will also turn all of its U.S retail locations and digital assets into campaigning hubs, further educating consumers how capital punishment is flawed and archaic. For a limited time, Lush will sell an exclusive bath bomb called 31 States, where 100% of the purchase price (minus the taxes) will be donated to organizations mobilizing and engaging the millions of Americans who believe it's time to band together and abolish capital punishment. Through the sale of 31 States, Lush aims to raise \$150,000.

"In 2016, death sentences, executions and support for capital punishment were at an historic low, making flaws and failures of the death penalty more apparent than ever," said Carleen Pickard, Ethical Campaigns Specialist at Lush Cosmetics. "It's an important time to continue the momentum that 90 million Americans have built. The more people learn about the death penalty, the less they like it, and we're excited to bring this important issue to our customers."

Additionally, in an effort to further educate the public about the death penalty's flawed system, Lush is raising the voices of exonerees from death row as their stories are proof that the system is flawed. To that end, Lush has filmed a short documentary featuring exoneree, Kwame Ajamu, who tells his story about being wrongly convicted of murder and sentenced to death. After serving 27 years, Kwame, who always maintained his innocence and advocated for his release, was granted another trial after a magazine article prompted a new look at the case. In November 2014, Kwame was released from prison after the key witness in the case recanted his testimony.

The work of other national organizations fighting to abolish the death penalty - Death Penalty Focus and Witness to Innocence - are also featured in the campaign materials and online assets.

About Lush Cosmetics:

Lush is a campaigning company that is passionate about making the world a better place. They offer luxurious and ethical skincare, haircare and bath products, as well as unique gifts filled with fragrant and effective products. Lush campaigns on animal protection, human rights and environmental conservation because it's the right thing to do. With 250 shops in North America and over 930 shops worldwide, Lush is in a unique position to raise awareness with their customers and bring about real change. Never tested on animals, every single Lush product is vegetarian, and about 85% are vegan, 40% preservative-free and 35% unpackaged. Lush supports Fair Trade, Community Trade and charitable initiatives, and follows the simple policy: have the least possible impact on the environment while still producing beautiful and effective products.

