

**Subject:** A Sweet Scoop of Justice!

**Date:** Wednesday, November 13, 2019 at 6:03:45 AM Pacific Standard Time

**From:** Mother Jones

**To:** ML-Ad\_Ops

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## JOIN BEN & JERRY'S IN THE FIGHT FOR CRIMINAL JUSTICE REFORM!

Join Ben & Jerry's In The Fight For Criminal Justice Reform!

Hey, friends!

Ever since our co-founders Ben and Jerry first started scooping ice cream in 1978, we've been committed to working toward a more just and equitable world for everyone. That's why we're digging into the complex issue of criminal justice reform. Did you know that the US makes up 5% of the world's population, but 25% of the world's prison population? That means we have the highest incarceration rate in the world — by a lot. And each year, hundreds of thousands of people are locked up simply because they can't afford to pay bail, even when they have not been convicted of a crime.

It gets even scarier when we look at how our criminal justice system treats people of color. While the US population is 37% people of color, the US prison population is 67% people of color. Racial bias is baked right into the system: People of color are imprisoned more often than white people, are given longer sentences than white people, and have their bail set exponentially higher, all for the same offenses. It's not right, and it's time we took a hard look at the US's criminal (in)justice system.

Join us as we work to end the cash bail system, hold prosecutors accountable, and end the over-policing of schools. And while you're at it, enjoy a scoop of our newest flavor, Justice ReMix'd! Every pint supports the work of [Advancement Project National Office](#), an organization working to end systemic racism. It's time to put the justice back in the criminal justice system and ensure that it treats everyone equitably.

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