



LIGHTS ON!

A PROGRAM OF MICROGRANTS

Building Relationships
One Community at a Time

Lights On! PR contact:

LightsOn@pivotstrategiesconsulting.com

C: 920-253-8308

Lights On! Partners With Minnesota Vikings

Community Healing Program Receives \$20,000 Grant From Minnesota Vikings

MINNEAPOLIS -- March 26, 2021 – [Lights On!](#) – a community-driven program with the mission to heal relationships between law enforcement and the communities they serve – was selected to receive a grant from the Minnesota Vikings Social Justice Committee because of the program’s dedication to community healing.

Equipment related police stops trend toward low-income communities because they drive cheaper, older cars. This might mean drivers must decide to either pay the ticket or buy groceries for the week. The downward spiral begins. An unpaid ticket can lead to more fines, citations, impoundments, loss of jobs and even jail time. Lights On! helps end this downward spiral. For participating law enforcement agencies, officers grant drivers with a repair voucher, up to \$250.00, instead of a ticket.

The Minnesota Vikings Social Justice Committee, made up of players, coaches and team employees, was founded in 2017. It aspires to strengthen dialogue, improve systems and infrastructure, and become a prominent ally to programs and activists dedicated to improving voter education and registration, educational curriculum on racism and Black history and law enforcement and criminal justice reform.

“Rather than adding to the negative, alienating perception of police, Lights On! creates a positive, community building interaction” said Don Samuels, CEO of Lights On! “The Minnesota Vikings contribution will fix about 400 cars, offering a positive experience and transformed relationship for those officers and drivers.”

“The program is putting effort, time and energy into the details which is what facilitates large scale change,” said Alexander Mattison, Minnesota Vikings Running Back. “I’m excited to support an organization with a bright future that is taking multiple strides forward to support the community as a whole.”

As part of the partnership, Lights On! facilitated a conversation on community healing with the following panelists:

- Alexander Mattison, Minnesota Vikings Running Back
- Chief Medaria Arradondo, Minneapolis Police Department
- Assistant Chief Henry Halverson, Minneapolis Police Department
- 4th Precinct Inspector Charlie Adams, Minneapolis Police Department

- Greg Coleman, Former Viking and Community Leader
- Ezra Hyland, Community activist
- Chief Jeff Tate, Shakopee Police Department

The conversation, focused on “One Healing Community,” speaks to the impact of Lights On! and the importance of healing the relationships between law enforcement and the communities they serve. Access the [conversation here](#).

This program is supported by community in-kind and financial donations. To learn more or donate, visit [LightsOnUS.Org](#).

About Lights On!

[Lights On!](#) is a community-driven program which offers repair vouchers instead of traffic tickets for participating law enforcement agencies and communities they serve. The program was founded after the unnecessary death of Philando Castile in 2016 as a solution to a small problem that has a significant community impact. Officers provide drivers with Lights On! vouchers redeemable for free repairs of broken lights at partnering auto shops. The vouchers reduce the financial burden that could lead to a potential downward spiral for community members in need as well as creates a positive interaction between drivers and officers, to rebuild trust. Lights On! was created by Don Samuels, CEO of MicroGrants, a non-profit dedicated to providing people of potential with grants that spur economic stability by bridging the gap between their current state and a more successful future. For more information, [visit LightsOnUS.org](#) and follow Lights On! on [Facebook](#), [Instagram](#) and [Twitter](#).