



For Immediate Release
Monday, May 7, 2018

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NAACP Legal Defense Fund Statement on Google Banning Bail Bond Industry Ads

Today, Google announced that it will ban ads for the bail bond industry in their ad systems. [Todd A. Cox](#), Policy Director at the NAACP Legal Defense and Educational Fund, Inc. (LDF), provided the following statement:

“The money bail industry exploits communities of color and low-income Americans when they’re at their most vulnerable, profiting off families in their moment of crisis and contributing to a system that keeps people in jail simply because they are poor. LDF has [spent years](#) combating bail practices that illegally create a cycle of poverty for those — disproportionately Black — who cannot afford the cost of their freedom, and we applaud Google’s announcement that it will no longer benefit from revenue generated by the bail bond industry. Lowering the human cost of mass incarceration requires the cooperative efforts of the private and public sectors, and we welcome this principled move to stymie predatory practices.”

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Founded in 1940, the NAACP Legal Defense and Educational Fund, Inc. (LDF) is the nation’s first civil and human rights law organization and has been completely separate from the National Association for the Advancement of Colored People (NAACP) since 1957—although LDF was originally founded by the NAACP and shares its commitment to equal rights. LDF’s Thurgood Marshall Institute is a multi-disciplinary and collaborative hub within LDF that launches targeted campaigns and undertakes innovative research to shape the civil rights narrative. In media attributions, please refer to us as the NAACP Legal Defense Fund or LDF.