

BEFORE WE GET THIS SHOW ON THE ROAD...

Not every bus ride is about transportation.

For many, it's about **transformation**.

From the Montgomery Bus Boycott and Rosa Parks to the Freedom Riders to the Climate Action Caravans, busses have played an central role in making change in America.

A bus can move people, but **it's the people who make a movement**, who travel the rocky road toward progress.

It can all begin with **a bus**.



THE JOURNEY TO JUSTICE TOUR:

A Road Map to Ending Torture

8 Weeks, Washington to Washington

THE NATIONAL CAMPAIGN
**UNLOCK
THE BOX**
TO END SOLITARY CONFINEMENT



WELCOME TO OUR MOVEMENT

"Sorrow of the Soul"
Kenneth Reams, solitary survivor

At this moment, over **122,000 people are being tortured** in the United States using your tax dollars. People in solitary confinement are forced to live in a cell about **the size of a parking space**, often without windows or any way to track the passage of time.

Sometimes solitary is **deathly dark and silent** with zero human interaction; other times, it's an **endless cacophany** of screaming, crying, bright lights, guards shouting orders, and other overwhelming stimulation.

Our nationwide campaign is putting a stop to the horrific, globally condemned human rights crisis that is **solitary confinement** in the United States.



THIS FALL, WE ARE HITTING THE ROAD

AND WE HOPE YOU WILL JOIN US



Solitary confinement is pervasive — a linchpin of mass incarceration — yet is catastrophically misunderstood by the public.

While news coverage and op-eds are vital for raising awareness, we *also* need to educate and activate people beyond the crowded, hectic media landscape. We must use innovative ways to engage the masses

Enter the **Journey to Justice Bus Tour**, a public education and activism tour that will reach **thousands of people** from several target audiences across the country.

DRIVING CHANGE

We're employing a creative, blended framework of education and entertainment to create engaging, informative community-building experiences nationwide.

Over eight weeks, our bus will journey from **Washington State to Washington, D.C.** to ignite conversation, inspire action, and empower some of the most promising sources of vision and creativity every transformational movement needs: universities and their surrounding communities. These spaces are hubs of learning, activism, and public discourse—places where **ideas take root and movements gain momentum**. By bringing together students, educators, community organizers, and thought leaders, we are building a national network of change-makers committed to human rights, justice, and ending torture.

This approach is intentionally **designed and led by survivors** of solitary confinement and other directly impacted individuals, ensuring each event on the tour will catalyze dialogue and foster transformative empathy, creating tectonic shifts in the general understanding of what goes on in the deep end of the prison system, **and how it affects all of us.**



HOW IT WORKS

We'll be blending **traditional approaches** (interdisciplinary panels, toolkit discussions) with story-first, **entertainment-based approaches** — such as open mic nights and human libraries — that spark joy and bring the general public together. This approach allows us to not only drive immediate awareness but also have **generational reach** that reverberates throughout communities.

With unique programming **designed and led by directly impacted people**, all events will reflect our three-part approach to building movements that are energetic, effective, and sustainable.

CONNECT

Infuse events with **art**, creativity, experiential learning, unique sensory exhibits, fun, & joy

EDUCATE

Cultivate narrative-shifting **relationships** among community members and survivors

ACTIVATE

Empower attendees with the **info & skills** to build communities capable of high-impact change

Presenters at UTB's States of Solitary Event, featuring Voices Unbarred, Aug 2024. (Photo: Johnny Perez)

That sounds impactful, but what does it look like?

FOR EXAMPLE:

The bus rolls up to UC Berkeley. Over the next few days, it will travel around the campus as a **mobile advocacy tool** and a place to educate people on not only the horrors of solitary, but the **beautiful alternatives** we should be investing in. Meanwhile, our team will host three events:



First up is a **panel** that brings together the schools of social work, psychology, education, law, and theater to talk about the effects of solitary on young people and their communities. The panel is **interactive**, and covers everything from the foster-care-to-prison pipeline to evidenced-based theater therapies. It ends in a **mock debate** of the constitutionality of solitary. As attendees depart, they receive a **discussion guide** for in-course education, campus student groups, and faith groups.

That night, an **open mic meets human library** is hosted at the local Bookstore Bar. Here, people who have survived torture are available to speak with attendees in **human, one-on-one conversation**. This transitions into an open mic night where directly impacted people share their art. The **local and college radio** stations feature these performers and **invite callers** to ask questions and share their own stories.

The next afternoon, a local bookstore hosts a traditional **book reading** where portions of Chris Blackwell's book "Ending Isolation: The Case Against Solitary Confinement" are read aloud and discussed by experts, survivors, students, and others. Outside, the bus plays music and offers passersby an opportunity to engage in the issue at their own pace via **VR goggle experiences** and a **photo exhibit**.

In just one stop, we've reached almost 500 people!

estimate based on 100 people per event plus visitors to the bus

THE NUMBERS THAT DRIVE US



 = 1,000 adults  = 1,000 children

122,000

people are being
tortured in solitary
in the U.S. **at this
moment**

60,000

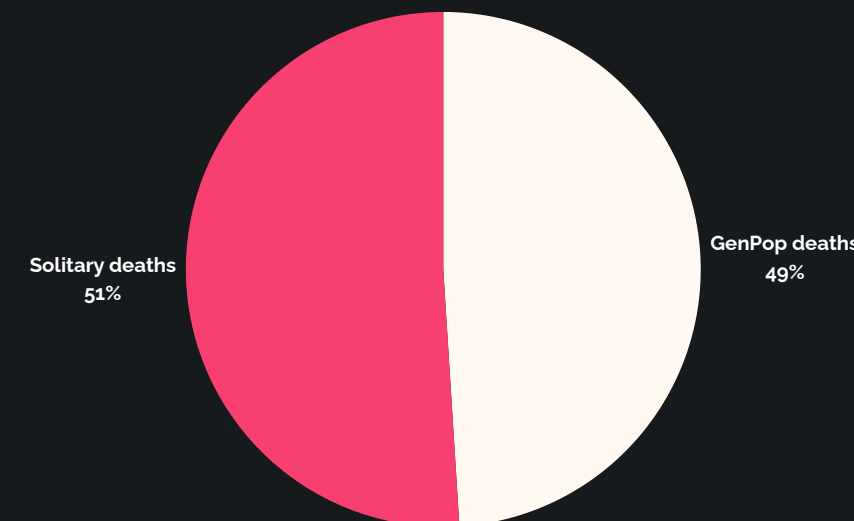
of whom are
children

People who experience solitary
for **any amount of time** are

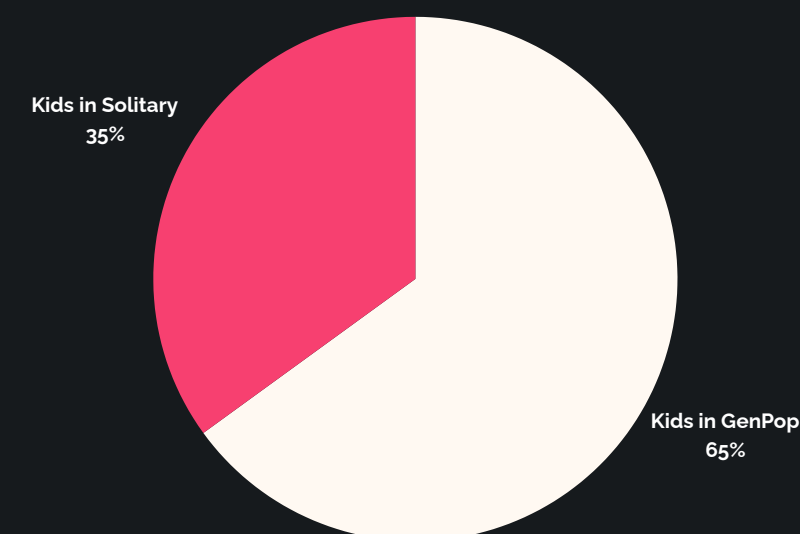
127% 78%

more likely
to die by
overdose
within two
weeks of
release

more likely
to die by
suicide
within one
year of
release



51%
of people
who **die in
prison** are in
solitary



35%
of **children**
in carceral
facilities go
to solitary



Our team is uniquely positioned to execute this ambitious and powerful production. We're a blend of seasoned advocates who have spent decades making change at the highest levels, expert researchers, accomplished authors, directly impacted people, and Emmy-award winning producers.

We've intentionally brought together a team that is not only committed to the work, but possesses **the track record to devise, implement, and scale this tour.**

Over the last two years, our organizations have introduced legislation, published high-visibility content, and executed activism events with lasting reach and impact.

In just these last two years, our events have reached 100k+ people

- **The End Solitary Confinement Act (ESCA):** In 2023, we wrote and then collaborated with Sen. Ed Markey (D-MA) and Rep. Cori Bush (D-MO) and to introduce federal legislation to end solitary confinement (S.3409/H.R.4972).
- **Clips:** We have published articles and op-eds in *The New York Times*, *The Washington Post*, *The Marshall Project*, *The Appeal*, and other high-visibility outlets.
- **"States of Solitary:"** In August 2023, we convened 150 solitary survivors and justice-impacted people with professionals in public health, advocacy, and philanthropy to strategize, create art, and build relationships.
- **Annual State Campaign Convening:** Since 2018, we've been bringing together dozens of survivors, advocates, allies, experts, and other stakeholders to discuss movement challenges and opportunities, share best practices, strengthen networks, and support each other.
- **Virtual Events:** We host biannual virtual events that span the creative gamut: panels with organizations like Human Rights Watch; month-long, youth-led campaigns to uplift juvenile justice initiatives; and experiential 24-hour live streams from the country's first solitary cells.

OUR SECRET SAUCE

UTB State Campaigns

Unlock the Box and its network are powered by **23 state campaigns** that form the backbone of our grassroots advocacy efforts.

These campaigns are led by those with lived experience – directly-impacted individuals and survivors of solitary confinement – giving them **unparalleled expertise and insight.**

Their leadership provides us with the organizational capacity to mobilize effectively and connect authentically with the audiences crucial to achieving our goals.



Unlock the Box members from the 2024 convening in Washington D.C

THE BUS EXPERIENCE

The Journey to Justice bus is a mobile advocacy hub, offering education and community building. Inside, **VR and immersive digital experiences** illustrate the harsh realities of solitary confinement, while outside, a **model solitary cell and photo exhibit** humanize the statistics.

It's a space for connection, featuring an **advocacy area, mobile library, and creative zone** for sharing stories and fostering solidarity. The bus's vibrant design serves as a rolling billboard, sparking dialogue and raising awareness.



WINDOWS INTO SOLITARY

PHOTOGRAPHY EXHIBIT



From Windows into Solitary: image of Arthur Cetewayo Johnson, solitary survivor. Photo by Lori Waselchuck Taken at Eastern State Penitentiary

Policy is personal, and nothing is more powerful than hearing from a survivor.

That's why "**Windows into Solitary**," a photo exhibition created in partnership with the Social Documentary Network, will be on board the bus.

The exhibit features first-hand accounts and portraits of 18 currently and formerly incarcerated survivors of torture. Their stories, paired with powerful images, humanize solitary confinement in a way words alone cannot.

These impactful images are sometimes captured in abandoned solitary cells, such as those at Alcatraz and Eastern State Penitentiary (the birthplace of solitary confinement), adding depth and resonance to evocative images and stories on display.

THE BOOK

A centerpiece of the Journey to Justice tour is "Ending Isolation: The Case Against Solitary Confinement" by currently incarcerated author Christopher W. Blackwell, Prof. Deborah Zalesne, Dr. Terry Kupers, and Kwaneta Harris.

This powerful book will amplify the tour's message and extend our reach to new audiences, including bookstore patrons, avid readers, academics, and students.

It also provides us with valuable content to rally around, deepening engagement and expanding the conversation about the urgent need to end solitary confinement.



LASTING IMPACT

The Journey to Justice tour is not an isolated event; its impact will extend far beyond the final stop. We are committed to providing resources that **equip communities to continue** the fight against solitary confinement long after the bus doors close.

Toolkits and discussion guides will be made available for use by student groups, college classes, faith-based organizations, and community groups, facilitating **ongoing education and advocacy**. High-quality video and photo content captured throughout the tour will be shared widely, keeping the issue in the spotlight and inspiring action.

Furthermore, we will gather and analyze KPIs to assess the tour's effectiveness, both in **changing hearts and minds** and in **building capacity** for our state and national campaigns, ensuring continuous improvement and maximum impact.

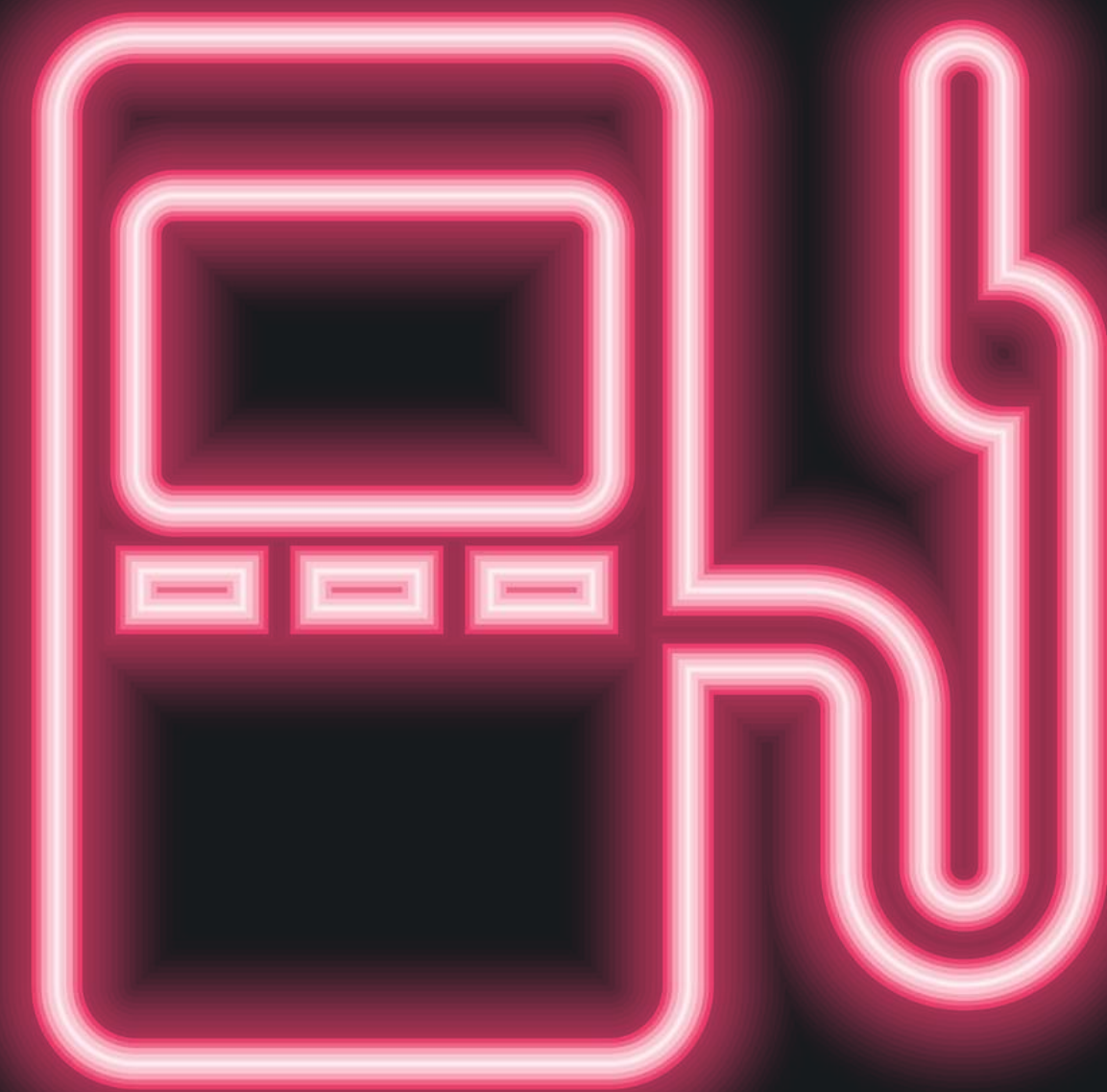


Rep. Cori Bush promoting **ESCA** at the U.S. Capitol (2023)

BUT, WE NEED SOME GAS MONEY...

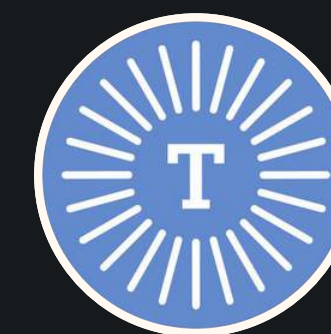
Making meaningful change requires fuel, and we are seeking support to power the Journey to Justice tour. We invite you to join us by investing in this powerful initiative. A contribution of **\$25,000 or more** will help us achieve our goals by providing critical resources for the tour's success.

Your support is not just a (tax-deductible) donation; it's an investment in a movement that is **transforming lives** and building a more just society — a movement that will activate **thousands of people across the country.**





We're off to an incredible start. In just a few weeks, we've confirmed support and partnerships with advocacy organizations who are trailblazers for change.



American Civil Liberties Union · Center for Constitutional Rights · **Langeloth Foundation**
National Religious Campaign Against Torture · **Raben** · Solitary Watch · **Type Media** · Vital Projects

BOTTOM LINE:

This is so much more than a bus tour.

It's a limitlessly **creative, exciting, bold movement** that blends art with education to galvanize everyone it touches, leave communities **stronger than ever**, and **end torture** for good.

JOIN US



THANK YOU FOR RIDING WITH US

more information:

Jessica Sandoval

jsandoval@unlocktheboxcampaign.org

Christopher Blackwell

chris@look2justice.org



Christopher Blackwell: Executive Director, Look2Justice

Chris Blackwell has been serving a 45-year sentence in Washington State since 2003. While incarcerated, Chris earned degrees in political and social sciences, created mentor programs, and became a restorative justice facilitator. Chris is an award-winning journalist published in *The New York Times*, *Washington Post*, and more.



Jessica Sandoval: National Director, Unlock the Box

Jessica Sandoval brings over 25 years of experience in reforming youth and adult justice systems. She leverages her deep expertise in organizing and advocacy to design and implement strategies and tools that support state campaigns aligned with Unlock the Box's mission and the broader movement to end solitary confinement.