Snap Camera Lenses Mark Asian Pacific American Heritage Month

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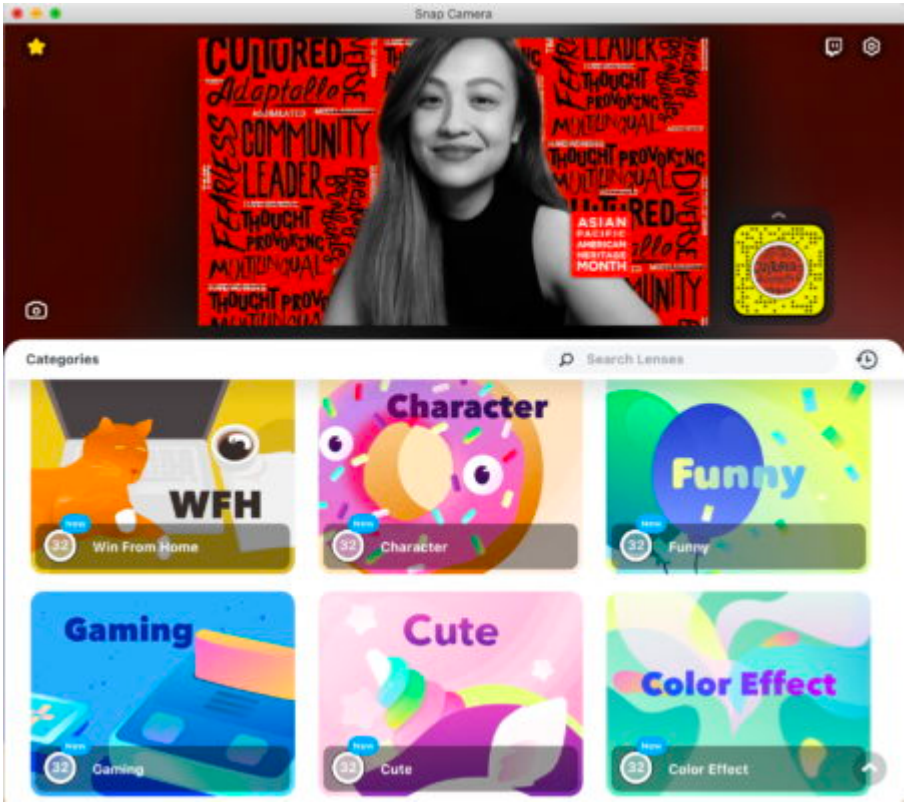
Snapchat is marking Asian Pacific American Heritage Month with a collection of lenses for its Snap Camera desktop application.

The series is called “Breaking Stereotypes,” and it takes harmful phrases that Asian Americans may have heard while growing up and flips them into positive statements such as community leaders, cultured and fearless.

An original song from singer Hyejin, produced by Wat D—both Asian-American creatives based in Los Angeles—is incorporated into the lenses, but it can only be heard in the Snapchat mobile app.

The artwork in the lenses was produced by members of SnapAsia, Snap Inc.’s pan-Asian employee resource group.

The Lenses will be available in Snap Camera May 26 through 31.



https://www.adweek.com/digital/snap-camera-lenses-mark-asian-pacific-american-heritage-month/