

News Release
FOR IMMEDIATE RELEASE
March 24, 2009

CONTACT:

Yaneth Gutierrez, 970.248.1212

La Raza President

Kennilyn Wright, 970.248.1765

Cultural Diversity Board Advisor

La Raza of Mesa State College to Host Commemorative Cesar Chavez March

Grand Junction, Colo. (March 24, 2009)—La Raza of Mesa State College will be hosting a commemorative march in honor of Cesar Chavez on Tuesday, March 31, 2009. The march starts at Sherwood Park at 3 p.m. and participants will march down North Ave (on the sidewalks) ending at Mesa State College. The march is planned as a peaceful march and everyone in the community is invited to join in at any time.

Once at the college, participants will hear a speech about Chavez by Shirley Otero who knew him personally. There will also be free refreshments and a raffle. All the raffle items were purchased from the United Farm Workers website in a show of support for the organization.

Chavez was a Mexican American farm worker, labor leader and civil rights activist who co-founded the United Farm Workers. Chavez spent much of his life demanding better work conditions and higher wages for farm workers and laborers. His birthday has become a holiday in eight states, including Colorado.

La Raza invites people from all walks of life to come and learn about a national hero. “We’re doing this march because that’s what he used to do; he used to lead marches to get attention to the cause,” said Yaneth Gutierrez, La Raza President. “This is a chance for people to come onto campus and learn about a national hero.”

La Raza is an organization that is focused toward individuals who share an interest in learning more about the Latino culture. Its primary purpose is to promote and enhance opportunities, for members and others committed to furthering their education. La Raza is a part of the Mesa State College Cultural Diversity Board that strives to promote tolerance and diversity on campus and in the Grand Valley community.

For more information about the event, please contact Yanneth Gutierrez at 248-1212 or Kennilyn Wright at 248-1765.

###