



## *Cesar E. Chavez Holiday Parade & Festival 2010*

255 9<sup>th</sup> St. Suite 205, San Francisco, CA 94103

(415) 415-621-2665 • fax (415) 621-5518 • [www.cesarchavezday.org](http://www.cesarchavezday.org)

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### FOR IMMEDIATE RELEASE

Media Contact:

Juliana Mojica, Mojica Arts

415-374-0070 | [juliana@mojicaarts.com](mailto:juliana@mojicaarts.com)

*Commemorate & Celebrate the Life and Work of Labor & Civil Rights Leader*

### **Cesar E. Chavez**

*March 31, 1927 - April 23, 1993*

**Join Special Guest Dolores Huerta and Parade Marshal Culture Clash in the 10<sup>th</sup> Anniversary Cesar E. Chavez Holiday Parade & Festival San Francisco Saturday, April 10, 2010**

*11 a.m. - Assemble for Parade*

*Dolores Park - 19<sup>th</sup> St. / Dolores*

*12 noon – Parade begins at 19<sup>th</sup> & Guerrero*

*24<sup>th</sup> Street Fair*

*1 p.m. - 6 p.m.*

*24<sup>th</sup> Street / Treat St – Bryant St*

March, 2010 – San Francisco, CA — California will once again observe the official state holiday in memory of the life and work of civil rights and labor leader Cesar E. Chavez. This year marks the 17<sup>th</sup> anniversary of Cesar's passing on April 23<sup>rd</sup>, 1993. San Francisco will celebrate this important holiday with a very special community event on **Saturday, April 10<sup>th</sup>** with the **10<sup>th</sup> Anniversary Cesar E. Chavez Holiday Parade & Festival 2010**. The parade is honored this year to have UFW co-founder, Dolores Huerta as special guest who will be celebrating her 80<sup>th</sup> birthday along with Chicano/Latino Comedy Troupe Culture Clash (celebrating 25 years), as the Grand Marshal. Parade begins at 12 Noon on 19<sup>th</sup> Street at Guerrero. Festival program 1-6pm on 24<sup>th</sup> between Treat & Bryant Sts. at the 24<sup>th</sup> Street Fair.

Annually, thousands of Bay Area residents, families, schools, religious groups, labor unions, and community organizations join in celebration to insure that Cesar's legacy is continued. This is the largest event honoring Cesar Chavez in Northern California. In keeping with Cesar's legacy, people of all races and creeds are encouraged to participate in honoring this great American hero.

Celebrating the legacy of Cesar Chavez gives us an opportunity to reflect on the values Cesar applied in his work. The values of service, sacrifice, self-determination, non-violence, innovation, and community, so important in Cesar's life, will be reified in parade contingents, festival booths, and speeches.

The **parade begins** assembling at 11 a.m. at 19<sup>th</sup> Street between Dolores and Guerrero. Registration/information tables will open at 10 a.m. The parade will begin at 12:00 noon proceeding to 24<sup>th</sup> Street. The 24<sup>th</sup> Street Fair between Harrison and Bryant will include tributes to Cesar, music, ethnic dance, and entertainment from 1-6 p.m. Circling the Street Fair will be community service information, arts & crafts, and children's activities booths. Merchants will have sidewalk sales of their merchandise and food provided by local restaurants and vendors.

The parade will end at the **24th Street Fair** and will feature a focus on youth with the Cesar E. Chavez Art Contest winners artwork displayed at the Galeria de la Raza (24th & Bryant) in conjunction with the Galeria's Art Bazaar honoring the life and legacy of Cesar Chavez; a children's arts & crafts area (24th St & Treat); a special Cesar E. Chavez Educational Achievement Award ceremony (on entertainment stage) recognizing Latino honor role students in San Francisco public schools; as well as **entertainment at 24th and Bryant Sts** featuring the youth ballet folklorico group, Cuicacalli and the Mission Cultural Center's Youth Band's, Los Chiles Verdes and Futuro Picante. Other music entertainment includes headliner Latin Jazz/Salsa band Anthony Blea y su Charanga; Singer Songwriter Blanca Sandoval; R&B Hip-Hop duo Margarita & Uce B; The 24th St. Fair will also include a Classic Car Show featuring The Untouchables and San Francisco's Finest and will be held on Harrison St. and 24th St.

The 10<sup>th</sup> Anniversary Cesar E. Chavez Holiday Parade & Festival is proudly presented by the Cesar E. Chavez Holiday Parade & Festival Committee – a group of dedicated individuals and community organizations working to promote the continued legacy and life works of Cesar Chavez. Media Sponsors include KPFA 94.1 FM, KPIX 5/44 Cable 12, Univision 14/Telefutura 66 and El Tecolote Newspaper.

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#### **CALENDAR EDITORS PLEASE NOTE:**

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**WHAT:** **10<sup>th</sup> Anniversary Cesar E. Chavez Holiday Parade 2010**

**WHEN:** Saturday, April 10, 12 Noon Parade

**WHERE:** **11AM Assemble at 19<sup>th</sup> Street between Dolores & Guerrero (10AM Registration/Info)**

Route: Assemble @ 19<sup>th</sup> St between Dolores & Guerrero (11am)

12 noon Parade begins @ 19<sup>th</sup> & Guerrero, proceeding to 24<sup>th</sup> St. Street Fair (Treat-Bryant)

**COST:** FREE | Accessible to people with disabilities

**WHAT:** **10<sup>th</sup> Anniversary Cesar E. Chavez Holiday Festival 2010**

**Entertainment features headliner Anthony Blea y su Charanga; Singer Songwriter, Blanca Sandoval; R&B/Hip-Hop duo, Margarita & Uce B; Mission Cultural Center's Youth Band's, Los Chiles Verdes and Futuro Picante and Ballet Folklorico Youth Group, Cuicacalli**

**WHEN:** Saturday, April 10, 1-6pm Festival

**WHERE:** **24th St Fair between Treat and Bryant Sts.:** Entertainment (24th & Bryant Sts); Classic Car Show (24th & Harrison); Children's Arts & Crafts area (24th & Treat); Cesar E. Chavez Art Contest winners artwork displayed at the Galeria de la Raza (24th & Bryant); food and merchandise by local vendors along 24th St.

**COST:** FREE | Accessible to people with disabilities

**INFO:** 415-621-2665 or [CECparade@yahoo.com](mailto:CECparade@yahoo.com) | [www.cesarchavezday.org](http://www.cesarchavezday.org)

**PHOTOS:** Digital images available upon request.

**MEDIA CONTACT:** Juliana Mojica, Mojica Arts, 415-374-0070 or [juliana@mojicaarts.com](mailto:juliana@mojicaarts.com)