The official 19th Annual

Cesar E. Chavez Legacy & Educational Foundation

MARCH FOR JUSTICE

Co-Sponsored by the City of San Antonio

"Bring forth song and celebration;
So that the spirit will be alive among us."
— Cesar E. Chavez

In Memory of Abel Ortiz

— A DAY OF SERVICE —

Saturday, March 28, 2015

sanantonio.gov/chavezmarch

Support the San Antonio Food Bank!
Bring a canned good(s) to the March!

"Grant me courage to serve others; For in service there is true life."

— Cesar E. Chavez, exert from "Prayer of the Farm Worker's Struggle.

A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

A second-generation American, Cesar was born on March 31, 1927, near his family's farm in Yuma, Arizona. At age 10, his family became migrant farm workers after losing their farm in the Great Depression. Throughout his youth and into his adulthood, Cesar migrated across the southwest laboring in the fields and vineyards, where he was exposed to the hardships and injustices of farm worker life.

After achieving only an eighth-grade education, Cesar left school to work in the fields full-time to support his family. He attended more than 30 elementary and middle schools. Although his formal education ended then, he possessed an insatiable intellectual curiosity, and was self-taught in many fields and well read throughout his life.

Cesar joined the US Navy in 1946, and served in the Western Pacific in the aftermath of World War II. He returned from service to marry Helen Fabela, whom he had met working in the vineyards of central California. The Chavez family settled in the East San Jose barrio of Sal Si Puedes (get out if you can), and would eventually have eight children and thirty one grandchildren.

Cesar's life as a community organizer began in 1952 when he joined the Community Service Organization (CSO), a prominent Latino civil rights group. While with the CSO, Cesar coordinated voter registration drives and conducted campaigns against racial and economic discrimination primarily in urban areas. In the late 1950s and early 1960s, Cesar served as CSO's national director.

Cesar's dream, however, was to create an organization to protect and serve farm workers, whose poverty and disenfranchisement he had shared. In 1962, Cesar resigned from the CSO, leaving the security of a regular paycheck to found the National Farm Workers Association, which later became the United Farm Workers of America.

For more than three decades Cesar led the first successful farm workers union in American history, achieving dignity, respect, fair wages, medical coverage, pension benefits, and humane living conditions, as well as countless other rights and protections for hundreds of thousands of farm workers. Against previously insurmountable odds, he led successful strikes and boycotts that resulted in the first industry-wide labor contracts in the history of American agriculture. His union's efforts brought about the passage of the ground breaking 1975 California Agricultural Labor Relations Act to protect farm workers. Today, it remains the only law in the nation that protects the farm workers' right to unionize.

The significance and impact of Cesar's life transcends any one cause or struggle. He was a unique and humble leader, in addition to being a great humanitarian and communicator who influenced and inspired millions of Americans to seek social justice and civil rights for the poor and disenfranchised in our society. Cesar forged a diverse and extraordinary national coalition of students, middle class consumers, trade unionists, religious groups, and minorities.

A strong believer in the principles of nonviolence practiced by Mahatma Gandhi and Dr. Martin Luther King, Jr., Cesar effectively employed peaceful tactics such as fasts, boycotts, strikes, and pilgrimages. In 1968 he fasted for 25 days to affirm his personal commitment and that of the farm labor movement to non-violence. He fasted again for 25 days in 1972, and in 1988, at the age of 61, he endured a 36-day "Fast for Life" to highlight the harmful impact of pesticides on farm workers and their children.

Cesar passed away in his sleep on April 23, 1993, in San Luis, Arizona, only miles from his birthplace of 66 years earlier. More than 50,000 people attended his funeral services in the small town of Delano, California, the same community in which he had planted his seed for social justice only decades before.

Cesar's life cannot be measured in material terms. He never earned more than $6,000 a year. He never owned a house. When Cesar passed, he had no savings to leave to his family.

His motto in life - ***"si se puede"*** (it can be done) - embodies the uncommon and invaluable legacy he left for the world's benefit. Since his death, dozens of communities across the nation have renamed schools, parks, streets, libraries, other public facilities, awards and scholarships in his honor, as well as enacting holidays on his birthday, March 31. In 1994 he was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in America.

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Unless indicated, all events are free and open to the public.

Farmworker Mass At The San Fernando Cathedral

San Fernando Cathedral
115 Main Plaza
Sunday, March 15 at 7 a.m.

City Of San Antonio Proclamation With Mayor Ivy Talylor & City Council

Council Chambers
Wednesday, March 18 at 5 p.m.

For The Love Of Cesar Wreath Laying Ceremony

The Art Studio of Gabriel Quintero Velaquez
1023 Guadalupe
Saturday, March 21 at noon

Harlandale ISD Middle & High School Student Cesar Chavez Art Exhibit

Art work by Columbia Heights Elementary Students of Harlandale I.S.D
3505 Pleasanton Rd.
Bibliotech Digital Library
Monday, March 23 at 6 p.m.

CECLEF Gala: John Quinones Key Note Speaker, Cortez Family Lifetime Achievement, Joe Posada Entertainment

El Tropicano Hotel (Coronado Ballroom)
110 Lexington
Thursday, March 26 6 p.m. (reception) 7 p.m. (program)

- Keynote Speaker: John Quinones, Anchor and Correspondent for ABC News and the Creator and Host of the ABC show "What Would You Do?"
- Entertainment by Latin Grammy Winner Joe Posada

For sponsorship and more info, **visit www.CECLEF.org**

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MARCH FOR JUSTICE

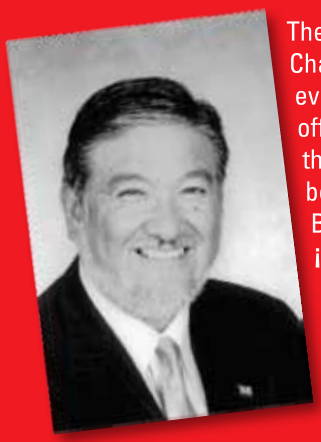
Saturday, March 28, 2015

— corner of Guadalupe and South Brazos streets —

8:30 a.m. Pre-March Early Worship Service and Community Program
10 a.m. March to Alamo Plaza

– FOR INFORMATION CALL –
March Coordinator:
Gabriel Velasquez, (210) 823-6382
icadvocates@gmail.com

www.CECLEF.org



The Cesar E. Chavez Legacy and Educational Fund is proud to help keep the legacy and dream of Cesar Chavez alive for future generations. The people of San Antonio have been very receptive to this yearly event and once again, we are proud to announce that the City of San Antonio is a co-sponsor of the official 19TH Annual Cesar E. Chavez Legacy & Educational Foundation March for Justice. This year, the Grand Marshal will be Little Joe of Little Joe y La Familia. Once again, we will remember the beloved civil rights leader on a new route as we march down the newly renamed Cesar E. Chavez Blvd. — a true testament to our perseverance to honor Cesar —
¡Si Se Puede!

Cesar E. Chavez is a great American hero and role model. Through his example of nonviolence, social justice, and his commitment to end the mistreatment of farm workers, improving their living conditions and bringing dignity to all workers in the United States, he will always be remembered in the hearts of the people.

There is no question in my heart, and in the hearts of the people who knew Cesar Chavez, which side of the struggle he was on. Cesar showed us through his courageous examples that, **"Si Se Puede"** (Yes We Can) achieves great accomplishment through unity, perseverance, hard dedicated work and a good education.

On behalf of all the Cesar E. Chavez organizing committees, we invite you to join us and march with us on Saturday, March 28. A Pre-March Early Worship Service and Community Program begins 8:30 a.m. at the corner of Guadalupe and South Brazos streets. The march to the Alamo begins at 10 a.m.

Please join us in keeping Cesar E. Chavez's visions and dreams alive and make them a reality through our actions in the march and throughout the year.

In Unity,
Jaime P. Martinez
Organizer-Founder
The Cesar E. Chavez Legacy & Educational Foundation

Si Se Puede! It's been heard around the world! From the farm worker who toils in the field to the President of the United States. It is those three words that inspire us at The Cesar E. Chavez Legacy & Educational Foundation to empower and motivate our youth to reach for higher levels of achievement in all areas of life, especially in the area of education.

Through the help of our generous donors and partners in the San Antonio community, The Cesar E. Chavez Scholarship Fund has been able to help area students by providing college scholarships. We at the Cesar E. Chavez Legacy and Educational Foundation are dreaming big for the future, and believe in full **SI SE PUEDE** spirit that college enrollments will continue to elevate, more students will pursue the math and sciences, that we will see young people continue to advocate for social and economic justice, and ultimately graduate from college.

Whether you are in the healthcare or business industry, in the legal profession, in public service, or a business owner, there is a tremendous opportunity to help build dreams, empower, and inspire others. Please take an opportunity to come by the Cesar E. Chavez Service Center and learn more about what we are doing in the community. In any amount you desire, your time and financial contributions help fulfill an incredible mission of helping humanity, all inspired by a great American hero and role model, Cesar E. Chavez.

In Unity,

Ernest J. Martinez, Chairman
Cesar E. Chavez Legacy & Educational Scholarship Fund

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— A DAY OF SERVICE —

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