

15th Annual

Cesar E. Chavez March for Justice

*"Bring forth song and celebration;
So that the spirit will be alive among us."*

— Cesar E. Chavez

Saturday, March 26, 2011
www.sanantonio.gov/chavezmarch

“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 groundbreaking 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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Cover photo courtesy of the Cesar E. Chavez Foundation*

March 2011 marks the 45th anniversary of Cesar Chavez's historic 350-mile pilgrimage from Delano to Sacramento, which drew national attention to the plight of farm workers in America. To honor this anniversary and to educate and energize people with the power of civic engagement, we invite you to join us for several events commemorating Cesar Chavez, including the 15th annual Cesar E. Chavez March for Justice.

City Council Proclamation by Mayor Julián Castro

Wednesday, March 2 at 5 p.m.

City Council Chambers, Municipal Plaza Building

Jaime P. Martinez, chairman and founder of the 15th annual Cesar E. Chavez March for Justice, will be joined by community leaders and members of the Cesar E. Chavez organizing committee, to accept a special proclamation on behalf of the City of San Antonio.

Labor Tribute to the Legacy of Cesar E. Chavez

Saturday, March 19 at 2 p.m.

Samuel Gompers Memorial Statue

*(near River Walk, across from the
Henry B. Gonzalez Convention Center)*

The Samuel Gompers Memorial, the first labor monument in San Antonio, was erected in 1980 during a special ceremony in which Cesar E. Chavez; Lane Kirkland, AFL-CIO National President; Mayor Henry Cisneros; Jaime Martinez and others were present. Labor leaders and community activists will gather for a wreath laying ceremony to honor Samuel Gompers and Cesar E. Chavez. Presented by the Labor Council for Latin American Advancement, AFL-CIO.

Mass for Farm Workers

Sunday, March 20 at 8 a.m.

San Fernando Cathedral, 115 W. Main Plaza

Presided by Archbishop Gustavo Garcia-Siller, a Catholic mass celebrating the life and legacy of Cesar E. Chavez.

Cesar E. Chavez Student Art Contest and Awards Presentation

Monday, March 21 at 6:30 p.m.

Cesar E. Chavez Legacy and

Educational Foundation Service Center,

1504 E. Commerce Street

Noe Garza, Columbia Heights art teacher and Chicano artist Abel Ortiz will judge artwork submitted by elementary students.

Cesar Chavez Interfaith Ecumenical Service

Tuesday, March 22 at 6 p.m.

*Our Lady of Guadalupe Church,
1321 El Paso Street*

Multi-faith celebration through prayer and song in partnership with local spiritual leaders. Service will include musical performance. All faiths are welcomed to attend.

For the Love of Cesar Eastside Hospitality Event

Wednesday, March 23 at 6:30 p.m.

*Greater Faith Institutional Church,
3514 Martin Luther King Drive*

Community event fostering relations of all local leaders to engage in activism and partnership in the spirit of Cesar E. Chavez.

Cesar E. Chavez Legacy and Educational Fund Scholarship Recipients Dinner Awards

Friday, March 25, at 6:00 p.m.

La Villita Assembly Hall, 401 Villita

Mistress of Ceremonies: Brandy Lopez, actress and T.V. personality.

Keynote Speaker: Dolores Huerta, co-founder of the United Farm Workers of America.

Guest of Honor: Grand Marshal Raulito Navaira, Tejano music legend, singer and composer.

Individual tickets-\$50; Table of ten-\$500. Proceeds benefit scholarship program. Contact Jaime Martinez at (210) 842-9339 or visit www.cesarchavezlegacy.org.

15th Annual **Cesar E. Chavez March for Justice**

Saturday, March 26 at 10 a.m.
Guadalupe and South Brazos streets
to the Alamo

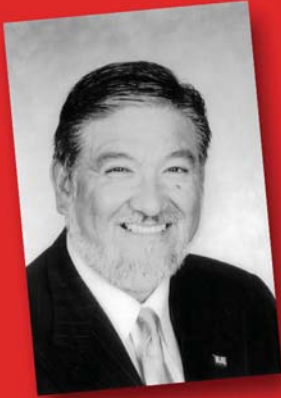
Grand Marshal: Raulito Navaira
Tejano music legend, singer and composer

Special Guest of Honor:

Dolores Huerta

Co-founder of the
United Farm Workers of America





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 15th annual March for Justice. We invite you to join this year's Grand Marshal, Tejano music legend, singer and composer, Raulito Navaira and special guest of honor Dolores Huerta, co-founder of the United Farm workers of America, in this historical event.

Cesar E. Chavez is a great American hero and role model. Through his example of non-violence, 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) achieve 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 26. The community program begins 8 a.m. at the corner of Guadalupe and South Brazos streets in front of the Guadalupe Theater, located at 1301 Guadalupe Street. 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

Chairman of the 15th Annual San Antonio Cesar E. Chavez March for Justice

*Cesar Chavez photos reprinted with permission from the Cesar E. Chavez Foundation
This calendar is a publication of the City of San Antonio Communications and Public Affairs Department*

