



2004 CHAVEZ DAY UPDATE

On March 31, 2004, countless numbers of Americans throughout the country celebrated the holiday honoring the life, work, and values of Cesar E. Chavez by participating in volunteer, educational and cultural activities in their communities, making the holiday a day on, not a day off. Locations included California, Arizona, Illinois, and Michigan, among others.

Below is detailed information about the Foundation's Cesar Chavez Day of Service and Learning initiatives:

- The Arizona Cesar Chavez Day Luncheon – March 23, 2004
- The Third Annual Cesar E. Chavez Service Fair – March 31, 2004
- The Cesar E. Chavez Voter Education and Registration Rally – March 31, 2004
- The Fourth Annual Educating the Heart Dinner – April 15, 2004
- The Unveiling of the Cesar E. Chavez Memorial and Visitor Center – April 24 & 25, 2004

The Arizona Cesar Chavez Day Luncheon

The Cesar E. Chavez Foundation, in conjunction with Governor Janet Napolitano, Phoenix Mayor Phil Gordon and the United Phoenix Firefighters Association celebrated the Fourth Annual Cesar Chavez Day of Service and Learning with the Arizona Cesar Chavez Day Luncheon on March 23, 2004.

The Chavez Day Luncheon was the Foundation's first effort to raise funds for the December 2003 expansion of its programmatic initiatives into the State of Arizona. The Luncheon also raised funds for the establishment of a satellite office in Phoenix.

The Luncheon attracted more than 1,500 community, business, labor, and political leaders. Attendees included Governor Janet Napolitano, Phoenix Mayor Phil Gordon, Supervisor Mary Rose Wilcox, State Legislators, City of Phoenix Council members, and Maricopa County Supervisors, along with other local municipal elected officials.

The Third Annual Cesar E. Chavez Service Fair

The Cesar E. Chavez Foundation, in conjunction with the Mexican Cultural Institute celebrated the Fourth Annual Cesar Chavez Day of Service and Learning with the Third Annual Cesar E. Chavez Service Fair.

The service fair was created to provide elementary school students with interactive workshops and service opportunities in honor of Cesar's life, work, and values.

Approximately 250 students from schools throughout Los Angeles County descended upon Olvera Street to partake in the festivities, which included reading and story telling; developing and performing skits on Cesar's life, work, and values; learning about the United Farm Workers

flag and burning the symbol into wood; painting on wooden mural panels; and developing coloring books and other activities related to Cesar's values.

The Third Annual Cesar E. Chavez Service Fair culminated with Living Voices production of *La Causa*, a multi-media theatrical performance.

This year's Chavez Service Fair partners included the Mid-Valley Youth Center, the Junior Arts Center, El Pueblo, and the City of Los Angeles, among others.

The Cesar E. Chavez Voter Education and Registration Rally

The Cesar E. Chavez Foundation, in conjunction with Belmont High School celebrated the Fourth Annual Cesar Chavez Day of Service and Learning with the Cesar E. Chavez Voter Education and Registration Rally.

The Voter Education and Registration Rally was part of a month-long Social Justice Academy Intersession class where 90 students explored local demographics, current issues and organizations.

The community-wide rally was held to empower and inform the Pico Union community about the importance of voting and being civically involved.

The activities included speeches by Cesar's son and chairman of the Cesar E. Chavez Foundation's Board, Paul F. Chavez, LAUSD Board President Jose Huizar, and LA City Councilmember Eric Garcetti. Additionally, the activities included live entertainment, food, and children's activities.

The Fourth Annual Educating the Heart Dinner

The Cesar E. Chavez Foundation celebrated Cesar Chavez Day 2004 with the Fourth Annual Educating the Heart Dinner on Thursday, April 15, 2004, at the Regent Beverly Wilshire Hotel in Beverly Hills, Calif. This year's Dinner was particularly significant to the Chavez Foundation because we have expanded our operations and programs.

The Foundation commemorated the Dinner by presenting a series of Cesar E. Chavez Legacy Awards to champions of Cesar's legacy, including the Kennedy family - avid supporters of civil rights and the farm worker movement since the early 1960's; Antonia Hernandez, President & CEO of the California Community Foundation; and actor/environmental activist Ed Begley, Jr. writer and director of the theatrical production of '*Cesar and Ruben*,' a musical portrayal of Cesar's life.

The Educating the Heart Dinner is one of the most important events in Los Angeles. This year's Dinner attracted more than 700 community, business, labor, and political leaders. Speakers and special guests included Former Lieutenant Governor of Maryland Kathleen Kennedy Townsend; California Community Foundation President & CEO Antonia Hernandez; Actor and Environmental Activist Ed Begley, Jr.; Actor/Comedian George Lopez; Actor Esai Morales; Actor Mike Farrell; United Farm Workers President Arturo S. Rodriguez; Cesar E. Chavez Foundation President Andrés F. Irlando; and federal, state and local dignitaries

Proceeds from the Educating the Heart Dinner enable the Foundation to support its four core programmatic areas of Civic Engagement; Nonviolence; Education, Arts, and Culture; and Sustainable Communities. In addition, seventy-seven percent (77%) of Dinner funds raised are directed toward low and moderate-income populations.

Please contact Stacey V. Lee at (818) 265-0300, ext. 224 for more information or if you are interested in participating in next year's Educating the Heart Dinner.

The Unveiling of the Cesar E. Chavez Memorial and Visitor Center

More than 1,000 people gathered on Saturday, April 24, 2004, for the dedication of the Cesar Chavez Memorial and Visitor Center, the first of three facilities that ultimately will comprise the National Chavez Center at Nuestra Señora Reina de La Paz, approximately 30 miles east of Bakersfield.

The activities Saturday included speeches by former Gov. Gray Davis, UFW co-founder Dolores Huerta, UFW President Arturo S. Rodriguez, Cesar's son and chairman of the Cesar E. Chavez Foundation's Board, Paul F. Chavez, and other Chavez family members. Additionally, the two-day celebration included a ribbon-cutting ceremony, a religious service, live entertainment, food, and children's activities. Furthermore, Sunday's activities attracted more than 1,500 people, including farm workers and their families.

Once fully completed, the Chavez Center will serve as the nation's primary destination for people wishing to experience first-hand Cesar's life, legacy, and values. This national landmark will also serve as the hub of the Foundation's programming, allowing visitors to see Cesar's home of 20 years, his office, and his personal papers and effects.

Please visit the Chavez Center section of our Web site for more information.