



Town of Taos  
**PRESS RELEASE**  
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**Taos Hosts Cultural Educational Tourism Incentive & Revitalization Intervention Panels in Recognition of Cesar Chavez**

**For Immediate Release**

**July 28, 2015** - Taos, NM –When Cesar Chávez posthumously received the highest civilian honor by receiving the Medal of Freedom in 1994 from President Clinton, Chavez’s successor, UFW President Arturo Rodriguez, thanked Mr. Clinton on behalf of the union. "At a time when so few Americans seem inclined to jeopardize their careers--much less their lives--on behalf of principle, the life of Cesar Chavez stands out with even greater moral force," Rodriguez said. "Every day in California and in other states where farm workers are organizing, [Chavez] lives in their hearts. Cesar lives wherever Americans he inspired work nonviolently for social change." In 2015, when Obama issued a Proclamation claiming March 31<sup>st</sup> Cesar Chávez day he stated, “César Chávez knew that when you lift up one person, it enriches a community; it bolsters our economy, strengthens our Nation, and gives meaning to the creed that out of many, we are one. As we celebrate his life, we are reminded of our obligations to one another and the extraordinary opportunity we are each given to work toward justice, equal opportunity, and a better future for every one of our sisters and brothers.”

Cesar Chavez worked for social change through social justice. Forty-five years after the signing of the first United Farmworker’s Union Contract, the Town of Taos will be commemorating the work of Cesar Chavez and others—while looking forward to the future of agriculture and culture preservation— with the first-of-its-kind Cultural Educational Tourism Incentive and Revitalization Intervention Panels. The panel and two-day conference will take place August 1st and 2nd to shed light on historical perspectives in current issues of self-subsistence through agricultural and cultural preservation.

“This event will be a powerful commentary on how the history of our area shapes the present landscape and economic possibilities, uses of the land, and social issues,” said Judi Cantu, Taos Councilwoman and co-creator of the event. “It’s a must-attend event

for all involved in any capacity with the farming industry and the cultural preservation of the unique cultures that have made Taos and other rural areas in the country so great.”

Councilor Cantu gives credit for the academic design of the event to the President of the Community Ad Hoc Cultural Committee; Arsenio Cordova and contributions from his family members, and includes committee members as an important impetus for this weekend.

The Cultural Educational Tourism Incentive and Revitalization Intervention panels include 20 scholars coming to present from various parts of the county and as far away as Washington, D.C. in the Old Taos County Courthouse Mural Room. Entertainment and food booths in Kit Carson Park August 1st and a 6:00 p.m. performance of *I Am Joaquin* and *No Saco Nada de la Escuela* at the Taos Community Auditorium. The evening performance requires tickets which may be purchased for \$10.00 on the Taos Center for the Arts website at [www.tcataos.org](http://www.tcataos.org) (submit “calendar”) or by calling (575) 758-2052. A free showing of the performance will be at 6:30 pm at the Harwood Museum on July 31<sup>st</sup> but has limited seating so attendance will be on a “first come first serve basis.”

Organizers encourage the public to attend and contemplate issues from a historic perspective to include discourses regarding current problems, community organizing across generations, economics and environmental justice. For information on the educational aspect, contact Arsenio Córdoba at (575) 758-4020 or visit [www.taoscesarchavezday.com](http://www.taoscesarchavezday.com) and hotlink to like the event on Facebook, “[Cesar Chávez Day](#).”

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