



## **Chicanos Por La Causa, Inc.**

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### **Chicanos Por La Causa, Inc. Celebrates 40 Years Serving Arizona Communities**

**April 20, 2009 Phoenix** – Forty years of building stronger, healthier communities across the state of Arizona -- that's something to celebrate! Chicanos Por La Causa, Inc. (CPLC) is commemorating its 40-year history as Arizona's leading community development corporation during a special Annual Dinner Thursday April 23 at the Sheraton Phoenix Downtown.

During the evening, guests will have a chance to look back through the decades of the organization's history. CPLC started through the efforts of community organizers who fought alongside Cesar Chavez for civil rights in the 1960's and 70's. Since then, it has evolved into a statewide organization that offers a range of community development programs in the areas of housing, economic development, education and health and human services.

"We have grown and evolved over these past 40 years, building partnerships and adapting to the changing needs of our community," said CPLC President and CEO Edmundo Hidalgo. "Tonight we pause to reflect on our accomplishments and honor those who have made our success possible. Building on their legacies, we will continue working for the betterment of our communities for another 40 years and beyond."

The evening will hold several special moments including a tribute to the five past presidents of CPLC and an art auction of a piece donated by local artist El Moisés. The media is welcome to attend.

**What:** Chicanos Por La Causa's 40<sup>th</sup> Anniversary Dinner

**When:** Thursday April 23, 2009  
Registration/Reception: 6:00 p.m.  
Cena 7:00 p.m.

**Where:** Sheraton Downtown Phoenix  
340 N. 3<sup>rd</sup> St., Phoenix

Chicanos Por La Causa, Inc. (CPLC) is gearing up for the 13<sup>th</sup> *Seminarios y Exposición de Negocios en Español*, Arizona's premier event for Spanish-speaking entrepreneurs. This annual event has become a Phoenix tradition, offering valuable information about how to start or grow a small business, how to tap into the Hispanic market and much more.

This year's event will be held at the Phoenix Convention Center on Tuesday April 28, 2009 from 12 p.m. – 5 p.m. The day will kick off with a business luncheon featuring guest speaker Derrick Hall, President of the Arizona Diamondbacks. Phoenix Mayor Phil Gordon is among honored guests who plan to attend the luncheon.

At 2:00 the Expo will open, with service providers and small businesses hosting booths with valuable resources and information. This free Expo offers Spanish speakers the opportunity to learn more about permits required to start a business as well as the latest strategies in marketing, advertising and more. Government agencies and other service providers will have booths to offer one-on-one assistance.

A range of sponsorship opportunities are still available at the luncheon and Expo portions of the event. Small business can secure a booth space at the Expo and multiply their exposure by accessing a large audience of attendees. Mid-size and large companies can sponsor the Expo to take advantage of large-scale visibility and publicize service offerings to a hungry market of entrepreneurs shopping for them. About 3,000 people are expected to attend the event.

For more about the event and sponsorship information in English and Spanish, visit [www.seminarios.cplc.org](http://www.seminarios.cplc.org) or email [seminarios@cplc.org](mailto:seminarios@cplc.org).