



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

FOR IMMEDIATE RELEASE

June 7, 2011

Contact: María Jesús Cervantes
Director of Media and Communications
Chicanos Por La Causa, Inc.
(602) 257-0700 ext. 2120
(602) 622-5502 cell
mariajesus.cervantes@cplc.org

CPLC Celebrates 31 Years of Service to Southern Arizona Communities

"What is Right is Not Always Popular and What is Popular is Not Always Right"

Tucson— Chicanos Por La Causa, Inc. (CPLC) will host their 31st Anniversary Southern Arizona Dinner on June 9, 2011 at the Desert Diamond Entertainment Center. *"What is Right is Not Always Popular and What is Popular is Not Always Right"* is the theme of this year's dinner and three extraordinary individuals will be honored for their exemplary leadership and positive contributions to the community.

Leadership is not a popularity contest. When convictions are not strong enough, it is easy to appeal to popular opinion. In the heat of the moment, only a handful are willing to stand up for what is right regardless of mass appeal. CPLC is delighted to honor extraordinary individuals who have embodied such leadership traits and have dedicated their lives to serve the community: **Raúl M. Grijalva, U.S. Congressman for District 7 of Arizona; Robert Walkup, Mayor of Tucson; and posthumous recognition of Gabe Zimmerman, Director of Community Outreach for the Office of Congresswoman Gabrielle Giffords.**

This celebration gathers community members, public and private corporations to support CPLC's mission of building stronger, healthier communities through its comprehensive platform of services in the areas of education, housing, economic development and health and human services. In addition, every year since 1980, CPLC has taken this opportunity to pay tribute to outstanding individuals who positively impact the communities of Southern Arizona.

Where: Desert Diamond Entertainment Center
1100 E. Pima Mine Road in Sahuarita, Arizona

When: Thursday, June 9, 2011
Registration and Reception at 6:00 PM
Dinner and Ceremony at 7:00 PM

Chicanos Por La Causa, Inc. (CPLC) is a statewide community development corporation committed to building stronger, healthier communities as a lead advocate, coalition builder and direct service provider. The organization promotes positive change and self-sufficiency to enhance the quality of life for the benefit of those we serve.

###