



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

FOR IMMEDIATE RELEASE

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CPLC Southeast Arizona Area Manager to be Honored at a Mexican American Commemoration

Tucson— Amistades, Inc. (Amistades) will honor Magdalena Verdugo, Chicanos Por La Causa's Southeast Arizona Area Manager and Vice President of School Readiness with the Henry "Hank" Oyama Community Leadership Award for making outstanding contributions to the Mexican American community.

Henry Oyama, the man for which the award is named, is a U.S. Air Force Veteran, an educator and leader in bilingual education. Oyama remains a strong community advocate, and volunteers his time to local non-profit organizations. He encourages acceptance and understanding through cultural and historical education.

"We are very excited for this opportunity to bring well deserved recognition to the work of one of our own. Magdalena is a devoted educator, a talented leader, and a tireless community advocate," said Edmundo Hidalgo, CPLC's President and CEO. "We are honored to have her on our team, and we're extremely proud for this recognition to occur on such a wonderful commemoration."

Mrs. Verdugo will be recognized at the **6th Annual Segundo de Febrero Commemoration on Thursday, February 2, 2012, at the Tucson Museum of Art located at 140 North Main Avenue in Tucson.**

The Segundo de Febrero Commemoration is a celebration of Mexican American history and culture. It commemorates February 2, 1848, the day the Treaty of Guadalupe Hidalgo was signed and consequently ended the Mexican-American War. The Commemoration is held annually to provide access to history, education, and culture, as well as to celebrate the positive contributions Mexican Americans have made to the United States since the end of the war.

“Amistades commemorates this part of Mexican American history with the goal of bridging culture and substance abuse prevention, which helps Latino youth, particularly at-risk populations, build a healthy identity and sense of cultural pride. It also brings about reflection on this historical event, increased knowledge of our history, and a sense of patriotism,” says Ricardo M. Jasso, Founder and CEO of Amistades.

Magdalena Verdugo manages the operations of 15 facilities located across the state within CPLC Early Childhood Development Programs and serves as the lead representative of CPLC with community and business leaders of Southeastern Arizona. Magdalena has strengthened her leadership role by serving on numerous boards and advisory committees over the years. Magdalena believes strongly in teaching children by emphasizing their cultural heritage to provide them with the tools necessary to become successful. Magdalena has over 20 years of experience in the field of education, 15 of which have been with CPLC. She earned a Bachelor's Degree in Business Administration from The University of Arizona and a Master of Education in Educational Administrative Leadership from Northern Arizona University.

The Commemoration will be free and open to the general public. The event begins at 6:00PM and will include a *plática* and reception. Please RSVP to segundodefebrero@amistadesinc.org by January 30, 2012. Space is limited.

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. For more information, please visit www.cplc.org.

Amistades, Inc. (Amistades) is a non-profit, 501 (c) (3) community development and substance abuse prevention organization serving the growing Latino population in Tucson and Pima County. The mission of Amistades is to provide culturally competent leadership in the prevention of alcohol, tobacco, and other substance abuse problems affecting Latino youth, families, and elderly. Visit www.amistadesinc.org for more information.

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