

Proclamation

- Whereas,** each year, Americans observe National Hispanic and Latino American Heritage Month, from September 15 to October 15, by celebrating the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America; and
- Whereas,** this year's theme, "Prosperity, Power, and Progress," recognizes the significant economic, political, and social achievements of Hispanic and Latino American communities; and
- Whereas,** Hispanic and Latino Americans are elected officials, healthcare professionals, educators, civil rights leaders, community organizers, authors, artists, scientists, journalists, attorneys, members of the armed forces, first responders, athletes, entertainers, and more; and
- Whereas,** California is home to more than 15 million Hispanic and Latino American residents who comprise forty percent of the State's population, making them California's largest ethnic minority; and
- Whereas,** we honor and respect the resilience of Hispanic and Latino American communities who have persisted, through centuries of discrimination, to lead movements for justice and equality. As labor leader and civil rights activist Cesar Chavez said in an address to the Commonwealth Club in San Francisco in November 1984, "Once social change begins, it cannot be reversed. You cannot uneducate the person who has learned to read. You cannot humiliate the person who feels pride. You cannot oppress the people who are not afraid anymore."

Now, therefore be it resolved, that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda, hereby proclaim September 15 through October 15, 2023 to be

National Hispanic and Latino Heritage Month

in the City of Alameda and encourage all residents to learn more about and celebrate the culture and contributions of Hispanic and Latino Americans, including by attending the Nuestros Colores Festival, Saturday, September 23 from 12 to 4 pm at Chochenyo Park. This event will celebrate cultural traditions from Latin and South America through musical and dance performances, hands-on art activities for youth, and cuisines from the region.



Marilyn Ezzy Ashcraft
Mayor

