CESAR CHAVEZ FUNDRAISER: PAUL RODRIGUEZ & LOS LOBOS
8 p.m., Saturday, Dec. 3, at The Fox Theater, Riverside
Welcome remarks by Chancellor Timothy P. White

Bienvenidos todos! Welcome everyone to this important community event. Because we do gather together here tonight as a community. And we gather to play a part in creating a memorial for a man from humble beginnings who dedicated himself to improving life for others.

- A man who believed that employment rights and education would empower people, and endow them with dignity, and the ability to create change.
- A man whom many in the room knew, and supported, and even marched with. A man whose legacy must not be forgotten: César Chávez.

With this monument we will remind future generations that César Chávez’s non-violent protests convinced millions of Americans to support the farmworkers' struggle for dignity. That his tactics helped launch the Chicano activism of the 1960s and '70s, and the Latino civil rights movement.

... A group of dedicated people in this community committed themselves to preserving that legacy. And they launched this, one of many planned fundraisers for the César Chávez memorial. People from the Latino Network, from the city of Riverside, and from Hispanos Unidos.

I am proud to remind you that César Chávez brought his fight to UC Riverside too.

In March 1968, he came to campus where he spoke about the Delano County grape-pickers’ strike – the first of many trips to this area. And he inspired many young people who, today, are alumni and employees of UCR. Many who are here tonight.

I, too was a student at that time, at Cal State Fresno, and I met Cesar Chavez. He was a quiet, humble man. And yet he accomplished so much.
His work also inspired the artists who are performing tonight. Thirty-six years ago, he inspired a group of young musicians who then called themselves Los Lobos del Este – The Wolves of East L.A. In 1976, they released their first album, *Si Se Puede!*, which contained a track, “*Estoy con Chávez,*” I'm with Chávez. That same year, 1976, the chair of MEChA at UCR invested $500 – a huge amount at that time – to bring this up-and-coming young band to our campus. You may know the person who exhibited such foresight as Mary Figueroa. Los Lobos played in Watkins Hall to an overflowing crowd of students from UCR and RCC. Now, 35 years later, they have returned to help honor César Chávez once again. Many of our young people learned a sense of justice, a spirit of commitment from tonight's entertainers. Our first performer Paul Rodríguez is one of their role models. In 1993, he joined Jerry Brown and the thousands of people who walked in the 5-mile funeral procession through the Central Valley when César Chávez died. And throughout his career he has continued to model a dedication to the community, and to fight for education and equity as César Chávez did. Paul Rodríguez has fashioned a stunningly successful career in the entertainment industry that might not have been possible without the Latino activism that César Chávez was a part of. Paul makes people laugh and he does it in two languages, blending two cultures. And in laughing they learn. His scores of appearances in film and on TV have made him a familiar face in any household. And he holds the distinction of starring in the *first* television show about a Mexican American Family on mainstream American television, “A.KA Pablo.” Paul is also an accomplished writer, director and producer for television, motion pictures and feature shows. But these many successes did not distract him from the example of César Chávez. Paul has remained engaged with community charities, civic and educational organizations, including the oh-so-important
Hispanic Scholarship Fund. He works to fight juvenile diabetes, pediatric AIDS and leukemia. And every Thanksgiving and every Christmas for the last 25 years, his world-famous club, the Laugh Factory, takes part in providing free dinners for the underprivileged.

We are so grateful that he agreed to join us today for this important fundraiser.

Please give a warm Riverside welcome to Paul Rodríguez.