

FOR IMMEDIATE RELEASE

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**NOMINATIONS SOUGHT FOR GLENDALE'S CÉSAR CHÁVEZ
DIVERSITY AWARD TO BE PRESENTED AT ANNUAL BREAKFAST**

GLENDALE, Ariz. – Glendale is seeking nominations for the 2010 Promoting Diversity Award in honor of the late César Chávez. The award is part of the March 31 annual breakfast, sponsored by Glendale and the Glendale Chamber of Commerce, to commemorate the powerful life and legacy of Chávez.

During the seventh annual breakfast, the award will be presented to an individual or organization in recognition of their outstanding community leadership and promotion of diversity. Past recipients have included Dr. Kino Flores, Vice Mayor Manny Martinez, Mas Inoshita and Glendale City Manager Ed Beasley.

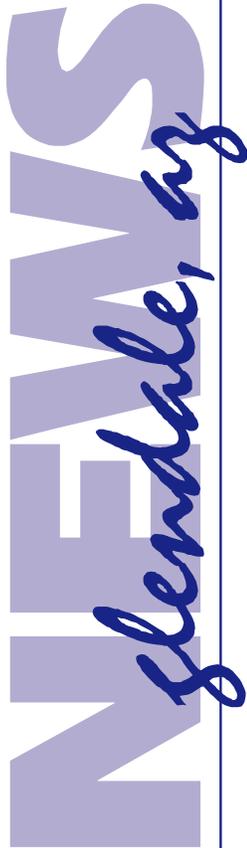
The keynote speaker for this year's event is Luis Ibarra, president and CEO of the Friendly House, a community-based organization serving the Valley for 89 years with programs for youth and family services, adult education, workforce development and home care for the elderly and disabled.

Information about award nominations can be found at www.glendaleaz.com. The deadline for submissions is Friday, March 5.

The 2010 César Chávez Breakfast will be held March 31 at the Glendale Civic Center. Tickets can be purchased by contacting the Glendale Chamber of Commerce at 623-937-4754. The event is open to the public.

César Chávez was a valued leader and hero that, through dedicated and tireless efforts, secured fairness and a commitment to creating a diverse workforce. Chávez worked toward dignity, respect, fair wages, medical coverage, pension benefits, and humane living conditions, as well as countless other rights and protections for the nation's farm workers.

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César Chávez Breakfast
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Proceeds from the event will benefit the César E. Chávez Foundation, providing grants for K-12 schools and organizations promoting tolerance and diversity in the community and for scholarships to high school students pursuing a college education.

Event sponsors include Arizona Public Service, Blue Cross Blue Shield, Chicanos Por La Causa, city of Glendale, Glendale Community College, Qwest Communication and Southwest Ambulance.

For more information, call the Chamber of Commerce at 623-937-4754, or visit www.glendaleaz.com.

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