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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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February 11, 2015

Ald. José G. Pérez  
(414) 286-3762

## **Residents invited to contribute to south side Cesar Chavez statue effort**

Near south side residents have the opportunity to contribute to the social and historic fabric of their neighborhood, **Alderman José G. Pérez** said, by supporting a fundraising effort to erect a statue of labor and civil rights leader Cesar E. Chavez.

“Many of my neighbors feel a real connection to the work that Cesar Chavez did with his life, and his efforts benefited many in the community,” Alderman Pérez said. “I think this is a worthy effort to memorialize a man who means so much to farm workers and immigrants, and I hope Milwaukeeans can give generously to realize this project.”

The fundraising campaign is being orchestrated by “the Farm Project,” a coalition of local business and civic leaders that includes The Cesar E. Chavez Drive Business Improvement District (BID), the Clarke Square Neighborhood Initiative, NEWaukee, Journey House and many others. The sculpture is being designed by Milwaukee-based Inspired Artisans, and would be installed on Chavez Drive south of El Rey supermarket.

“We’re fortunate, on the near south side, to have inspired, ambitious organizations like the Chavez Drive BID which are looking for ways to contribute to the character of the neighborhood,” Alderman Pérez said. “I’m excited to see the fruits of their efforts.”

Anyone who is interested in contributing or getting involved is invited to contact Ivan Gamboa (with the Chavez Drive BID, [i.gamboa@tcnb.com](mailto:i.gamboa@tcnb.com) or (414) 476-4500) or Ian Bautista (with the Clarke Square Neighborhood Initiative, [ian@clarkesquare.org](mailto:ian@clarkesquare.org) or (414) 647-0548, ext. 107).

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## Be a part of Milwaukee's future by celebrating the history and legacy of César E. Chávez

The César E. Chávez Drive Business Improvement District (BID), in conjunction with partners the Clarke Square Neighborhood Initiative, NEWaukee, Journey House and many others are working with neighbors and area business and civic leaders to construct a life-sized bronze sculpture of César E. Chávez to be installed on the Drive in the pedestrian plaza just South of the El Rey supermarket.

The sculpture (shown at right) is being created by Milwaukee based Inspired Artisans ([www.inspiredart.com](http://www.inspiredart.com)) and is slated for completion this summer with a targeted installation of Mid-August 2015.



The César E. Chávez sculpture is the first component of a larger, three-year plan to boost the cultural, economic, and artistic vibrancy of César E. Chávez Drive. This plan, known as the Farm Project has been created by the aforementioned partners working with area neighbors, businesses and civic leaders, in order to seed the future creative and entrepreneurial growth of the near South Side of Milwaukee.

All contributions to the Farm Project in general and to the César E. Chávez sculpture specifically are tax deductible (thanks to our fiscal sponsor, Journey House). Contributions made for the sculpture will help cover the creation, mounting, installation, and maintenance of the sculpture along with the public ceremony to be held in August to celebrate its installation. Please find the attached contribution form to specify your contribution's intended use. **Return your payment or commitment with the form to: 2110 West Scott Street, Milwaukee, Wisconsin 53204.**

If you have any questions, concerns, or wish to get involved in this or any other aspect of the Farm Project, please call or e-mail Ivan Gamboa (with the César E. Chávez BID: [i.gamboa@tcnb.com](mailto:i.gamboa@tcnb.com); (414) 476-4500 or Ian Bautista with the Clarke Square Neighborhood Initiative: [ian@clarkesquare.org](mailto:ian@clarkesquare.org), (414) 647-0548 x 107)

