

News Release

For Immediate Release: March 23, 2004

East Side Union High School District's César Chávez Poster and Essay Contest

*"If a man is not accorded respect, he cannot respect himself,
and if he does not respect himself, he cannot demand it."*

Students in the East Side Union High School District were asked to respond to these words of Cesar Chavez in writing or in a poster. Winners will be honored at a luncheon on Thursday, March 25, 2004, at the District Office where the grand prize essay will be read. The luncheon will be from 11:30 a.m. – 1:30 p.m.

Simon Silva, noted Latino artist and popular public speaker, will be our guest speaker at this luncheon. His topics include *The Importance of Self-Expression* and *Developing Your Personal Creativity*, and his speeches incorporate anecdotes from his childhood and his own journey toward a successful career as an artist. "I am extremely pleased to have Simon share his talents and achievements with our students," said **Superintendent Esperanza Zendejas**.

The District will also be announcing our involvement in The UC Berkeley Incentive Awards Program, a scholarship program designed to recognize and promote leadership among young people in underserved communities. The program offers a \$28,000 scholarship award to attend UC Berkeley to high achieving students from low-income backgrounds who demonstrate leadership potential and a commitment to serve others.

"I am very pleased to announce our participation in this wonderful program," stated **Superintendent Esperanza Zendejas**.

FOR MORE ESUHS D INFORMATION CONTACT:

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