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## **PRESS RELEASE**

### **Día de la Mujer Latina honors Cesar Chavez Day with the Teen Promotores Program**

**March 30, 2016, Houston, Texas** - Día de la Mujer Latina Inc. (DML), will honor Cesar Chavez Day with two exciting projects. Cesar Chavez (1927-1993), a Mexican-American labor leader learned about injustice at an early age, as with many young Latino immigrants today. Chavez became head of the United Farm Workers where he advocated, nonviolently, for the improvement of working and living conditions for farm workers in California, Texas, Arizona and Florida. President Barack Obama proclaimed March 31 "Cesar Chavez Day" as a day for service to community in addition to promoting educational programs.

First, DML will host its Health Fiesta on April 2<sup>nd</sup> at the Rauner Family YMCA in Chicago, where many of the Promotores along with their adolescent children will participate as volunteers. On March 31<sup>st</sup>, these volunteers will dedicate their time in promoting the event in their neighborhoods, among their friends and family in order to get the important health screenings. These volunteers will also participate at the health fiesta on April 2<sup>nd</sup> to navigate the participants to the appropriate health screenings.

“Since 1997, DML has provided thousandths of the medically underserved and vulnerable populations with culturally and linguistically proficient health education via Promotores; early detection screening for chronic diseases; patient navigation and disease management with amazing results” stated CEO/Founder, Venus Ginés. DML is one of the largest Latina breast and cervical cancer network in the country, 40 major cities strong with a program in Puerto Rico, Dominican Republic and soon Mexico.

DML’s second project involves our Teen Promotores Program in Houston, where we will host a 10 week training program during the summer break that would embrace 8 core competencies and educational programs chronicling the lives of Cesar Chavez and Martin Luther King, their philosophies, struggles, injustices and their determination to deliver justice to the oppressed. Orientation will be on April 23, 2016 at the Fountain LifeCenter, 14075 S. Main Street, Houston, TX 77035. For more information, contact [venusgines@gmail.com](mailto:venusgines@gmail.com).

DML became the 1st Latino organization approved by the state of Texas to train and certify Promotores and Community Health Workers (P/CHWs) throughout Texas. Today, DML has trained over 1,100 P/CHWs and over 100 Teen Promotores.

[www.diadelamujerlatina.org](http://www.diadelamujerlatina.org)