



FOR IMMEDIATE RELEASE
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SOMOS MAYFAIR TO SHARE STORIES OF GRATITUDE AND HONOR “HERO”

San José, CA – Somos Mayfair is pleased to announce that there has been tremendous community response for its first annual Gracias a la Vida Celebration to be held at the Mexican Heritage Plaza in San José on Thursday, October 23. The event will use story and theater in a spirit of gratitude.

A festive meal of thanksgiving served with Somos Mayfair flair will be enjoyed by community partners gathered to share stories of Somos Mayfair’s work and its impact on the people of Mayfair. For the past decade, Somos Mayfair (formerly the Mayfair Improvement Initiative) a 501(c) 3 nonprofit organization, has been instrumental in helping residents transform the Mayfair community in east San José. The event celebrates the community and honors the legacies of those who have dedicated themselves to community change.

A key feature will be a special digital story tribute to Peter Hero for his role in launching Somos Mayfair. Mr. Hero is the former President of Community Foundation Silicon Valley and is currently Advisor to Silicon Valley Community Foundation. The evening will feature additional stories told by San José poet Yosimar Reyes and Teatro Familias Unidas de Mayfair, a theater ensemble of Mayfair mothers.

Jaime Alvarado, Somos Mayfair’s Executive Director, said, “I am pleased that this event will be an excellent opportunity to share with the greater community the beauty that is Mayfair. Mayfair is the community in which a young Cesar Chavez first learned the craft of organizing, and since his time, many Mayfair residents have developed their skills as organizers; becoming leaders first in the community then in the region overall. We continue to be touched by the legacy of those who believe in the power and promise of our community.”

Sponsors of the event include Blach Construction Company, Evergreen Valley College, FIRST 5 Santa Clara County, Peter Hero, Kaiser Permanente San José, Kidango, John S. and James L. Knight Foundation, Law Foundation of Silicon Valley, PG&E, Santa Clara County Supervisor Blanca Alvarado, Santa Clara Valley Water District, San Jose Evergreen Community College District, Silicon Valley Community Foundation, State Farm Insurance Companies, and Union Bank of California.

A limited number of tickets are still available for purchase until 10/1/08 and can be purchased at www.somosmayfair.org or by calling 251-6900.

About Somos Mayfair: Founded in 1997, the Mayfair Improvement Initiative began as a partnership between the residents of Mayfair, the William and Flora Hewlett Foundation the Community Foundation Silicon Valley, and community organizations including the Mexican American Community Services Agency. In 2007, we changed our name to Somos Mayfair. The mission of Somos Mayfair is to cultivate the dreams and power of the people of Mayfair through cultural activism, social service and community organizing. We are generations of immigrants working together to nurture healthy families, rooted in a vibrant community, who speak out for justice in the Silicon Valley. For more information about Somos Mayfair, visit our website at www.somosmayfair.org

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