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FOR IMMEDIATE RELEASE

**SOMOS MAYFAIR REVEALS TEAM OF COMMUNITY SUPER HEROES
IN MAYFAIR VOTES! CAMPAIGN!!!**

Mexican-style Lucha Libre wrestlers will hit the streets in Mayfair to inspire the community to fight for their rights, register and vote for the 2008 election!

SAN JOSÉ, CALIFORNIA – Somos Mayfair will announce the kick-off of the ‘Mayfair Votes!’ campaign for California’s November 2008 Election. More than 20,000 residents live in the Mayfair neighborhood and the non-profit works to improve the lives of this largely immigrant community.

“As the cost of living, including the costs of food and gas are rising, our community is facing a serious crisis, and now, more than ever, it is important for those that will be the most impacted by the outcome of these elections to unite and get out the vote. This is a traditionally low-voter turn out area and in this historical election season, we hope to change that,” says Somos Mayfair’s Executive Director, Jaime Alvarado.

“Our hope is to create a movement, and a consciousness of civic engagement in Mayfair. As an organization, we support propositions that will positively affect the lives of this immigrant and working class communities. Those that cannot vote still hold the power to influence outcomes,” states Civic Action Program Director, Evangelina Nevárez.’

The “Mayfair Votes!” campaign will kick off this Saturday, October 4, 2008 with a press conference at 11:00 a.m., at the Somos Mayfair office at 370-B South King Road, San José, California 95116.

The campaign will include precinct walking and a voter registration drive. Added to these traditional campaign activities, **Somos Mayfair will draw from the Mexican-style wrestler personalities known as *lucha libre*** to mobilize the Latino vote, inspire immigrant participation in the electoral process, and get people to vote in the fight for a better future for our children.

On Saturday October 11th, 2008 at 2pm the Super Amigos of Mayfair will hit the streets at the Somos Mayfair office, with music, poets and the BIG LUCHA LIBRE FIGHT against discrimination, violence and poverty!!! Be There for the Match!

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