



CENTRO DE SALUD FAMILIAR LA FE

Celebrating 40 Years of Serving the Health & Social-Justice Needs of El Paso's Families

E-MAIL / FAX TRANSMISSION COVER SHEET

**CENTRO DE SALUD FAMILIAR LA FE, INC.
ADMINISTRATIVE HEADQUARTERS —
SALVADOR BALCORTA, CEO**

608 S. ST. VRAIN
EL PASO, TX 79901
(915) 534-7979 T
(915) 534-7601 FX
www.lafe-ep.org

LA FE CENTRAL CLINIC

700 S. OCHOA
EL PASO, TX 79901

LA FE CHILD & ADOLESCENT WELLNESS COMPLEX

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LA FE CARE CENTER

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LA FE CULTURAL & TECHNOLOGY CENTER

721 S. OCHOA (REAR BUILDING)
EL PASO, TX 79901

LA FE COMMUNITY HEALTH SERVICES CENTER

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EL PASO, TX 79902

LA FE COMMUNITY DEVELOPMENT CORPORATION

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EL PASO, TX 79901

LA FE PREPARATORY SCHOOL

616 E. FATHER RAHM
EL PASO, TX 79901

LA FE MONTANA VISTA RESOURCE CENTER

14618 GREGG DR.
EL PASO, TX 79938

LA FE SENIOR COMPANION PROGRAM

1225 E. YANDELL
EL PASO, TX 79902

DATE: WEDNESDAY, OCT. 3, 2007

TO: EL PASO, CD. JUÁREZ, & LAS CRUCES MEDIA

**FROM: ESTELA REYES LÓPEZ
MEDIA RELATIONS ADMINISTRATOR / PIO
T 915-545-7245 OR 474-3775 (CELL.)
FX (800) 878-0637**

PAGES: 4, WITH COVER SHEET

**RE: FOR IMMEDIATE RELEASE
"LA FE HOSTS TEXAS DEBUT OF CHICANA DOCUMENTARY"**

MEMO: All La Fe press materials are available by fax or e-mail. Please let me know if you have a preference. For media assistance, you can reach me at the phone numbers listed above. You may also send e-mail to "estela.reyes@lafe-ep.org." Thank you for your time and attention.

Best Regards,

Estela Reyes López

If you did not receive this transmission in full, or it does not transmit properly, please contact La Fe PIO Estela Reyes López at (915) 545-7245 or (915) 474-3775 as soon as possible. This facsimile is a privileged and confidential communication and is transmitted for the exclusive information and use of the addressee. Persons responsible for delivering this communication to the intended recipient are admonished that this communication may not be copied or disseminated except as directed by the addressee. If you received this document in error, please notify us immediately by telephone and mail it to us at 608 S. St. Vrain, EP, TX 79901. Thank you.



CENTRO DE SALUD FAMILIAR LA FE

Celebrating 40 Years of Serving the Health & Social-Justice Needs of El Paso's Families

WEDNESDAY, OCT. 3, 2007

FOR IMMEDIATE RELEASE

MEDIA CONTACT: ESTELA REYES LÓPEZ, (915) 545-7245

WHO & WHAT: "LA FE HOSTS TEXAS DEBUT OF CHICANA DOCUMENTARY"

- Centro de Salud Familiar La Fe, Inc. (La Fe) proudly invites El Pasoans to enjoy the Texas debut of "Las Mujeres Del Caucus Chicana," a critically acclaimed documentary by independent filmmaker Linda Garcia-Merchant.
- The film profiles the journeys and experiences of six Latinas who answered the Civil Rights and Feminist Rights Movements' call-to-action. Two of these women — activist Ruth Mojica-Hammer and renowned author and historian Martha Cotera — will join director Linda Garcia-Merchant for an audience discussion after the screening.
- "Thanks to artworks like this groundbreaking film, our children are learning about Chicano history from other Chicanos. They're learning about social-justice activism firsthand from women who blazed a trail throughout the Civil Rights Era," said La Fe CEO Salvador Balcorta.
- This free event is part of La Fe's 40th Anniversary Celebration Series. La Fe was founded in 1967 by a group of Segundo Barrio mothers who dreamed of establishing an organization that would ensure their children's health care, education, and future well-being. Today, their dream has grown into the Southwest region's largest Chicano and Social-Justice organization. La Fe now operates 17 social-service sites throughout El Paso County, nine of which are primary medical health-care facilities.

WHEN & WHERE: "SCREENING OF 'LAS MUJERES DE LA CAUCUS CHICANA' AND FILM DISCUSSION"

6 P.M., THURSDAY, OCT. 11, 2007

LA FE CULTURAL AND TECHNOLOGY CENTER, 721 S. OCHOA, (REAR BLDG.) EPTX 79901

NEWS MEDIA:

ESTELA REYES LÓPEZ, LA FE MEDIA RELATIONS ADMINISTRATOR/ PIO
(915) 545-7245 OR 474-3775, CELL.

PUBLIC INFO:

(915) 545-7190



CENTRO DE SALUD FAMILIAR LA FE

Celebrating 40 Years of Serving the Health & Social-Justice Needs of El Paso's Families

WEDNESDAY, OCT. 3, 2007

FOR IMMEDIATE RELEASE

MEDIA CONTACT: ESTELA REYES LÓPEZ, (915) 474-3775

LA FE HOSTS TEXAS DEBUT OF CHICANA DOCUMENTARY

Indie film follows the journey of six women throughout the Civil Rights Movement.

(El Paso, TX) — El Paso filmgoers will be the first in the State of Texas to see a film Chicano historians are calling “Groundbreaking,” “Moving,” and “Deeply Inspirational.” Centro de Salud Familiar La Fe (La Fe) will host the Texas debut of “Las Mujeres Del Caucus Chicana,” a critically acclaimed documentary by independent filmmaker Linda Garcia-Merchant. (vocesprimeras.org)

The film profiles the journeys and experiences of six Latinas who answered the Civil Rights and Feminist Rights Movements’ call-to-action. Two of these women — activist Ruth Mojica-Hammer and renowned author and historian Martha Cotera — will join director Linda Garcia-Merchant for an audience discussion after the La Fe screening.

Mojica-Hammer is an award-winning broadcast journalist and was the first Chicana to run for Congressional office. She is the former executive director of El Paso’s Council for International Visitors and was appointed by President Jimmy Carter to help lead the 1976 National Women’s Political Caucus in Houston. She is also Garcia-Merchant’s mother. Cotera is the celebrated author of the books “The Chicana Feminist” and “Diosa y Hembra: The History and Heritage of Chicanas in the US.” Both Mojica-Hammer and Cotera were among the leadership of the history-making 1977 National Women’s Political Caucus and the founding of the La Raza Unida Party.

LEARNING OUR HISTORY FROM TRAILBLAZING CHICANAS

La Fe Chief Executive Officer Salvador Balcorta said, “Today’s Chicano youth are becoming tomorrow’s leaders. Thanks to artworks like this groundbreaking film, our children are learning about Chicano history from other Chicanos. They’re learning about community mobilization and social-justice activism firsthand from women who blazed a trail throughout the Civil Rights Era.”

The event is part of La Fe’s 40th Anniversary Celebration Series and its annual Chicano Heritage Month celebration. Chicano Heritage Month is celebrated from Sept. 15 — the eve of Mexico’s Independence Day — to Oct. 15, National Latino AIDS Awareness Day.

La Fe was founded in 1967 by a group of Segundo Barrio mothers who dreamed of establishing an organization that would ensure their children’s health care, education, and future well-being. Today, their dream has grown into the Southwest region’s largest Chicano and Social-Justice organization. La Fe now operates 17 social-service sites throughout El Paso County, nine of which are primary medical health-care facilities.

CENTRO DE SALUD FAMILIAR LA FE, INC. (www.lafe-ep.org) is an award-winning and nationally recognized health-care and social-justice non-profit serving the US-Mexico Border since 1967. La Fe’s network includes a growing family of nine primary health-care centers; West Texas’ largest comprehensive HIV/AIDS services facility; the La Fe Child & Adolescent Wellness Complex; the La Fe Cultural & Technology Center; the San Antonio, Texas-based La Fe Policy and Advocacy Center, the La Fe Preparatory School; and numerous social-justice and community programs benefiting El Paso families. Centro de Salud Familiar La Fe, Inc. is a proud affiliate of the National Council of La Raza.

SIX WOMEN. TEN YEARS. ONE GOAL. EQUALITY.

Las Mujeres de la Caucus Chicana



IN CELEBRATION OF CHICANO HERITAGE MONTH

CENTRO DE SALUD FAMILIAR LA FE

PROUDLY PRESENTS THE TEXAS FILM DEBUT OF

"LAS MUJERES DE LA CAUCUS CHICANA"

THE INSPIRING JOURNEY OF SIX WOMEN WHO ANSWERED THE CHICANO CIVIL RIGHTS MOVEMENT'S CALL-TO-ACTION & CHANGED THEIR WORLD FOREVER. A VOCES PRIMERAS INDEPENDENT PRODUCTION.

FILM SCREENING & DISCUSSION WITH DIRECTOR LINDA GARCIA-MERCHANT,
ACTIVIST RUTH MOJICA-HAMMER AND AUTHOR/ HISTORIAN MARTHA COTERA



6 PM, THURSDAY, OCT. 11, 2007
LA FE CULTURAL & TECHNOLOGY CENTER
721 S. OCHOA (REAR BLDG.), EPTX 79901
ADMISSION IS FREE. (915) 545-7190