



37 Sudden Street, Watsonville, CA 95076  
ph: 831-722-3062 fx: 831-722-7703

# REMEMBERING the STRUGGLE RECORDANDO la LUCHA

Dear Community Member,

The Pajaro Valley Arts Council will be hosting an exhibit at the Pajaro Valley Gallery this summer entitled, “Remembering the Struggle.” I am writing to ask for your financial support toward this historical event that will honor a generation of community members for their impact on Watsonville and its surrounding communities.

The influence of the cannery strikes in the Pajaro Valley over twenty years ago can still be seen today throughout our community — from organizations whose existence was born as a response to hardships facing striking families, to hundreds of community members who continue to march in support of agricultural worker rights. In an effort to honor and remember the one thousand strikers, the curatorial team is engaging the community in a process of remembering and artistic participation.

“Remembering the Struggle” will be a unique art and historical exhibit that will run from July 30 through September 21, 2008. The art exhibit will not only display contemporary local artwork that remembers and expresses the experiences of striking workers, but also posters and art that were created as the strike events themselves were taking place.

In addition to the exhibit, other commemoration and community outreach events are being planned. Youth will be able to participate in art workshops designed to help them learn about the history of their community through art. These workshops are being planned for July 2008 and will be led by Jose Ortiz, art teacher for the Alisal Center for the Fine Arts. A commemoration event, organized in collaboration with Viernes Cultural, will be held at the Downtown Plaza August 1, 2008, in conjunction with the opening of the exhibit. Also, a screening of Jon Silver’s documentary, “Watsonville on Strike,” is being planned for a time during the duration of the exhibit’s display. All events will be free and open to the community.

We have already received much support through in-kind funding. However, we need \$10,000 in additional funds to offer these events to our community. Costs for this project include the exhibit guide, advertising for all events, translation of materials, workshop supplies and workshop leader honorarium, as well as costs for the commemoration event and reception. Please review the suggested donation categories on the reverse side and consider helping with student workshops or perhaps sponsoring a room at the exhibit. We are very much looking forward to your support on this project and for your participation in the commemorative process. If you have any questions, please don’t hesitate to get in touch.

Sincerely,

Carmina Eliason  
Exhibit Curator  
pvacStrikeExhibit@gmail.com  
(831) 536-4436

The exhibit will run July 30 through September 21, 2008 and admission is free!

# REMEMBERING the STRUGGLE RECORDANDO la LUCHA

## Hours

Wednesday through Friday 11am to 4pm  
Saturday and Sunday 12pm to 4pm

## Location

Pajaro Valley Gallery  
37 Sudden Street  
Watsonville, CA 95037

Mark your calendars for Friday August 1, 2008 for the community commemoration event at Watsonville's Downtown Plaza.

Details on this event as well as updates to the show can be found on [www.rememberingthestruggle.org](http://www.rememberingthestruggle.org)

*The Pajaro Valley Gallery is wheelchair accessible*



*Hermanas de la Trensa*  
by Laura Ortiz-Spiegel

## Remembering the Struggle

Enclosed is my donation for: \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, St, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I wish my gift to be anonymous

If you have selected to be an Exhibit Sponsor and would like your logo on our promotional materials please send logo to [pvacStrikeExhibit@gmail.com](mailto:pvacStrikeExhibit@gmail.com)

Please make your check payable to PVAC and mail your check to:  
PVAC, 37 Sudden St, Watsonville, CA 95076

In order to be included in our promotional materials, we need a response by July 1, 2008.

### Show Support As:

Donations are tax deductible to the extent allowed by law, including in-kind donations

- Youth Workshop Sponsor** \$25 - \$99  
Acknowledged in the Entry Hall and highlighted at the two youth workshops held in July 2008 and on website.
- Exhibit Sponsor** \$100 - \$499  
Acknowledged in the Entry Hall, Exhibit Guide, and website.
- Room Donor** \$500 - \$799  
Acknowledged in the Entry Hall, Exhibit Guide, website, and Room Plaque.
- Exhibit Donor** \$1000 - \$5000+  
Acknowledged in the Entry Hall, Exhibit Guide, website, Room Plaque, and logo on Back of Exhibit Announcement.
- Other** \_\_\_\_\_