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**PRESS RELEASE**

FOR IMMEDIATE RELEASE  
March 29, 2017

**Chico Police Encourage 'Safety First' During Cesar Chavez Celebrations-**  
*--California State Holiday Honors Life & Legacy of Cultural Icon--*

**FOR IMMEDIATE RELEASE**  
Wednesday, March 29, 2017

**Chico, CA** — Residents around California recognize state holiday Cesar Chavez Day, March 31, 2017, honoring the birthday of Cesar Estrada Chavez, born March 31, 1927. The holiday is a time in which residents in communities throughout California, including Chico strive to promote service to the community to honor the life and work of Cesar Chavez.

The Chico Police Department is committed to ensuring the public safety of all residents and visitors taking part in various events and activities scheduled throughout the holiday weekend in the City of Chico.

As such, we are advising the public of the following Special Event enforcement guidelines and staffing operations which will be in effect beginning Thursday, March 30, 2017, at 6:00 PM through Sunday, April 2, 2017, at 6:00 PM in Downtown Chico and the South Campus area.

**ADDITIONAL STAFFING**

- 20 Police Officers on duty throughout the weekend event
- 4 Police/Fire Dispatchers
- 4 Patrol assistance from Alcohol & Beverage Control
- 4 Chico State University Police Department (on-campus)
- 4 Butte County Sheriff's Office Jail

**ZERO TOLERANCE**

Zero Tolerance for alcohol-related crimes. Violators will be arrested and charged with criminal offenses.

A Glass Ban will be in effect from Big Chico Creek to W. 7<sup>th</sup> Street and Flume Street to Cedar Street from Thursday, March 30, 2017 at 6:00 PM through Sunday, April 2, 2017 at 6:00 PM.

The Unruly Gatherings Ordinance will be in full effect so please be responsible with events at your residence or businesses.

## CHICO POLICE DEPARTMENT OBJECTIVES

- \*Make Cesar Chavez Day a safe event for the community, staff and volunteers
- \*Protect life and property while preserving the public peace
- \*Pro-actively address issues of crowd control and/or alcohol-related violations
- \*Enforce Federal, State and municipal laws
- \*Maintain safety of personnel during operation period.

The Chico Police Department wants everyone to have fun and enjoy the holiday weekend celebrating the life and legacy of Cesar Chavez and stress to do so in a safe, respectful and law-abiding manner. We remind all residents and visitors of the following:

**Be Respectful:** Respect your community, your neighbors, those you represent and Law Enforcement Officers you may encounter.

**Be Responsible:** Always be responsible for your actions, those you invite into your home and decisions which may affect you or the lives and well-being of others.

**Be Safe:** Please keep safety foremost during and after your events including the return trip home.

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**ABOUT CESAR CHAVEZ:** From the age of ten Chavez was a migrant farm worker. He founded the National Farm Worker's Association in the early 1960's, focusing on the plight of migrant farm workers and raising awareness to racial and economic discrimination of Chicano residents. He is credited with organizing the first successful farm workers' union in the United States. He served as the president of the United Farm Workers of America (AFL-CIO) until his death on April 23, 1993. Cesar Chavez Day became a California State Holiday August 18, 2000.

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*The Chico Police Department is committed to ensuring our community is a safe place to live, work, and recreate within!*