



COMUNIDADES LATINAS
UNIDAS EN SERVICIO

FOR IMMEDIATE RELEASE:

Comunidades Latinas Unidas En Servicio (CLUES) Celebrates 29 Years of Service to the Latino community in Minnesota

Over 300 Attendees Celebrate CLUES

St. Paul & Minneapolis – September 14, 2010 – Comunidades Latinas Unidas En Servicio (CLUES) is pleased to announce that it successfully hosted its 29th Annual Celebration on Wednesday, September 1st from 11:00 a.m.-1:00 p.m. at Town and Country Club. Lead sponsors General Mills and Medtronic generously sponsored the event, at which representatives of major corporations, foundations, government agencies and departments, educational institutions, health providers, financial institutions, in addition to CLUES donors, volunteers, staff, the Board of Directors, and partners from other non-profit organizations were in attendance.

Keynote Speaker Janet Murguía, President and CEO of The National Council of La Raza (NCLR) who also served as the Director of Legislative Affairs in the White House under President Clinton, related her upbringing in a first generation immigrant family that taught her the importance of hard work. Ms. Murguía noted that with little more than a grade school education, her parents worked tirelessly to put their children through college, which included Harvard and other well-known, prestigious schools. Her whole family having achieved “the American Dream,” Ms. Murguía stressed the importance of supporting the work of CLUES. “NCLR is pleased to partner with CLUES through our national affiliate network to enhance the quality of life for Latinos in Minnesota. CLUES’ innovative programs and comprehensive spectrum of health and human services for families ensure that hardworking, entrepreneurial new immigrants have all the tools to successfully become a part of the American fabric, contribute to society, and achieve the American Dream,” highlighted Janet Murguía.

During the celebration, President Jesse Bethke Gomez and CLUES Board of Directors Chairperson Diego Osuna also presented CLUES Business of the Year Award to Target Corporation for strongly supporting CLUES over the years, particularly its Learning Together Program, a parent and student mentoring program that helps prepare parents and students for a future that includes college education. “Target is truly honored to receive this award and to partner with CLUES,” said Laysha Ward, President of Target Community Relations. “At Target, we believe that all children deserve a quality education regardless of race or class. That’s why we’re proud to support the Learning Together Program as part of our commitment to education and diversity. Through partnerships like this, we’ll help more kids graduate from high school and be ready for college and a career.”

CLUES awarded a variety of other awards to community members whose multiple, meritorious contributions and strong service to CLUES and the Latino community over the last year and throughout their lives have made CLUES a stronger organization. Award recipients included Community Collaborator of the Year, The Consulate of Mexico in St. Paul, accepted by Honorable Head Cónsul Ana Luisa Fajer Flores, for partnering with CLUES to build relationships with local businesses, community leaders and other service providers; Business of the Year, Target Corporation, received by Francisco Peschard, Group Director at Target Headquarters in Minneapolis, MN; Community Builder of the Year, Ms. Janet Murguía, for partnering with CLUES to build relationships with local and national businesses, community leaders and other service providers, in addition to dedicating herself to opening doors and creating opportunities for Latinos; Lifetime Recognition award winner Patrick Kelly for his dedication to serving on the CLUES Board of Directors as the Board chairperson two extra years beyond his tenure; Comadre of the Year, Carol Falkowsdi, for going above and beyond in her work for the Latino community; Compadre of the Year, Fr. Kevin McDonough, for going above and beyond in his work for helping the Latino community; Volunteer of the Year, Kellina Porthan, for going above and beyond in her volunteer work for CLUES.

“Today we honor the commitment and diligent work of our Board of Directors, volunteers, staff, funders, partners and collaborators, and our many wonderful friends who help us carry out our mission of enhancing the quality of life for Minnesota’s Latino community,” noted Jesse Bethke Gomez, President of CLUES. “We are grateful for the honor of serving our community with the help of so many who believe in our mission, our work, and the vibrancy of our community’s contribution to society.”

CLUES is in its 29th year of service to the community and is among the top twenty-five Hispanic non-profit agencies in the United States, as ranked by Hispanic Business Magazine. The agency provides a family-centric, coordinated care model of linguistically appropriate and culturally competent services to Latino and other diverse communities in Minnesota, including: Mental Health Services; Chemical Health Services; Family Services; Economic Advancement Services; Aging Well Services; and Community Health Worker Services.

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