



REPUBLIC OF THE PHILIPPINES

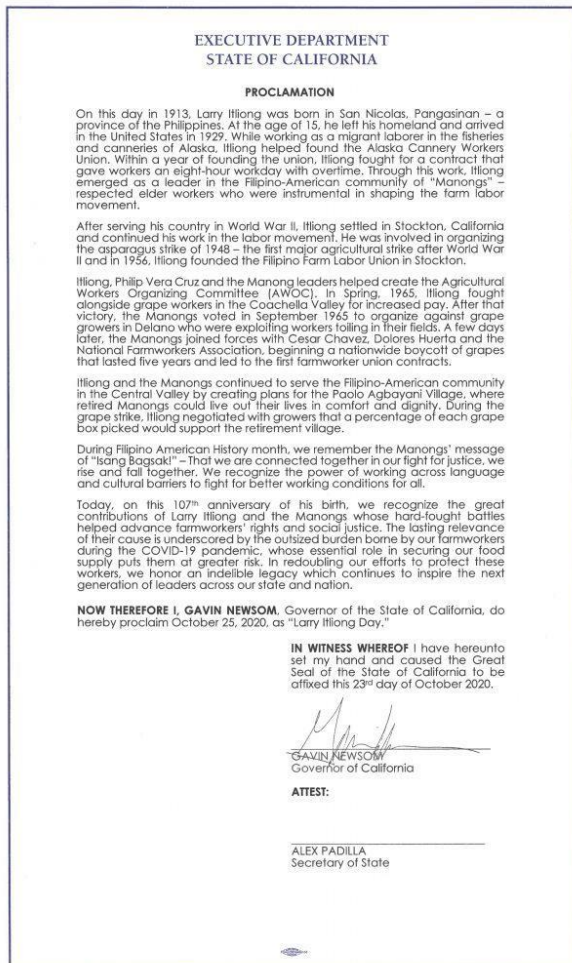
PHILIPPINE CONSULATE GENERAL

LOS ANGELES, CALIFORNIA



Press Release
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CA Local Elected Officials and PhilConGen LA Join Fil-Ams in Paying Tribute to Labor Rights Leader, Larry Itliong



Consul General Adelio Angelito S. Cruz commends non-profit Pilipino Workers Center for organizing the Larry Itliong Festival 2020. (L): Copy of the Proclamation issued by CA Governor Gavin Christopher Newsom on 23 October 2020, declaring the 25th of October as “Larry Itliong Day” in the State.

10 November 2020, Los Angeles – The Philippine Consulate General in Los Angeles, led by Consul General Adelio Angelito S. Cruz, joined the Filipino-American community in Los Angeles for the Pilipino Workers Center’s Day 2 of the *Larry Itliong Festival 2020*, which was held virtually via Zoom on 07 November 2020

from 2:00 to 5:00 p.m. It may be noted PWC commenced its *Larry Itliong Festival* celebration on 25 October 2020 with a Farmers Market (curbside pick-up only), selling fruits and vegetables grown and harvested by Filipino farmers from CA’s Central Valley.

In his remarks, Consul General Cruz commended PWC, led by its Executive Director, Aquilina Verzosa, for the organization’s commitment to promoting the life and legacy of Filipino farmworker and labor rights leader, Larry Itliong, despite the global health emergency.

The Consul General also encouraged the Fil-Am community to share with their children the noble principles of equality and social justice taught by Larry Itliong, and continue to answer the call to community-building and civic-mindedness.

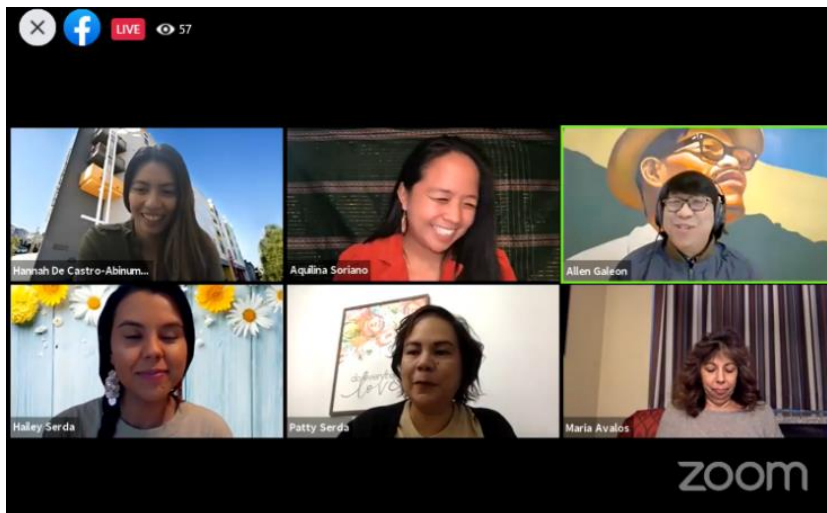
Councilmember Mitch O’ Farrell of Los Angeles’ 13th District where L.A.’s Historic Filipinotown is located, also gave his remarks during the event.

Larry Itliong’s daughters, Ms. Maria Avalos, and Ms. Patty Itliong-Serda and her daughter, Hailey also joined the community in the celebrations.

The event, which was streamed live via several platforms, including Facebook and Kumu App, was organized by the Pilipino Workers Center and the Los Angeles Department of Cultural Affairs, in partnership with The Filipino Channel (TFC) and Myx Global, as well as other community partners including: the Philippine Consulate General in Los Angeles, Larry Itliong Day Committee, Filipino Farmers Cooperative, Philippine Educational Theater Association (PETA), and Island Pacific Supermarket.

The Festival is an annual celebration of Filipino music, art, education and culture, highlighting the life and legacy of Filipino farm worker and labor rights movement leader Larry Itliong. It is also an occasion to remember the history of the Filipino labor movement in the United States and its impact on workers today.

Larry Dulay Itliong, known as one of the fathers of the West Coast labor movement, was a Filipino-American union leader who led a walkout of 1,500 Filipino grape pickers and began the Great Delano Grape Strike in September 1965 to protest low wages and miserable working conditions, as well as to ask for basic needs like water and portable toilets. The Strike finally ended in July 1970, which resulted in wage increases, a medical plan for farm workers, and the establishment of clinics, a day-care center and school for their families.



The first *Larry Itliong Day* in CA was celebrated in October 2015, following the California State Assembly’s passage of the bill, requiring the State of California to annually observe “Larry Itliong Day”. The bill, which was authored by the first Filipino-American elected to the state’s Assembly, Assemblymember Rob Bonta, declared October 25, Itliong’s birthday, as the designated day to commemorate the Filipino American farm labor organizer.

California Gov. Gavin Christopher Newsom also issued a proclamation on 23 October 2020, declaring the 25th of October as “*Larry Itliong Day*” in the State. An excerpt from the Proclamation states that, “*Today, on this 107th anniversary of his birth, we recognize the great contributions of Larry Itliong and the Manongs, whose hard-fought battles helped advance farmworkers’ rights and social justice.*” END.