**FOR IMMEDIATE RELEASE**

Contact:            Cheri Cruz, Director of Public Relation & Special Projects —The Fresno Center

Phone:              (559) 728-7214

Email:                cheri.cruz@fresnocenter.org

FRESNO COUNTY

**AAPI Heritage Celebration!**

**DATE**: May 2, 2024

**TIME:** 1:00 p.m.- 5:00 p.m. (begins with special reception @ 1:00 p.m.)

**LOCATION:** 4879 E. Kings Canyon Fresno CA 93727 (Kings Canyon/Winery) parking lot

The Fresno Center is hosting Asian – American Pacific Islander Heritage Celebration.

**Background**: Asian American, Native Hawaiian, and Pacific Islander (AAPI) individuals and communities are irrefutable sources of our cities’ strength. The richness of our city’s multicultural democracy is strengthened by the diversity of AAPI communities and the many cultures and languages of AAPI. The City of Fresno Acknowledges AAPI Heritage Month to honor and appreciate the diverse heritage, achievements, and resilience of Asian Americans and Pacific Islanders in shaping culture and history. We must also recognize the discrimination, exclusion, and outright violence that AAPI communities face to this day. Throughout our history, AAPIs have been the target of senseless violence and disenfranchisement. It is imperative that we confront past and present racism and fight for the safety and inclusion of our AAPI friends and neighbors. During Asian American and Pacific Islander Heritage Month, The City of Fresno pays tribute at City Hall to the irreplaceable legacy of our AAPI communities, and their many contributions to strengthen our City today and into the future. Today the City of Fresno proclaims May 2, 2024. Following the proclamation is a celebratory event at The Fresno Center.

**Who:** The Fresno Center is hosting.

**What:** AAPI Heritage Event

**When:** **May 2, 2024**

**Where:** The Fresno Center Holistic Training Room and parking lot – Kings Canyon/Winery next to Big Lots.

**Why:** Diversity events bring in new ideas and experiences, and people can learn from each other. Bringing in different Asian perspectives and cultures leads to better problem-solving. Being in a diverse community opens dialogue and promotes creativity, rapport, and understanding.

**How:** Food booths, music, therapeutic activities, arts and crafts, cultural dancers.

‘‘As Mayor of Fresno, I proudly recognize Asian American Heritage Month. It’s a time to celebrate the rich cultural traditions, unparalleled work ethic, and the invaluable impact of the Asian American community, which comprises over 100,000 residents in our area and shapes our City’s vibrant historic tapestry of diversity and resilience.”

“During Asian American Pacific Islander Heritage Month, I am proud to celebrate and recognize the invaluable contributions made by our Asian American community right here in the City of Fresno,” said Fresno City Councilmember Nelson Esparza. “This Annual Celebration gives our city the opportunity to reflect on the impact made by Asian American leaders in our community and embrace the next generation of leaders who have already begun to influence how our city will grow with increased diversity and ideas.”

"Our history is filled with incredible stories of resilience and journey. Joining our event are community leaders who have given their time to advance the next generation,” says Pao Yang, President & CEO, The Fresno Center.

**About The Fresno Center: 501C3 non-profit organization**

Founded in 1991, the mission of The Fresno Center is to assist individuals in becoming self-sufficient, self-fulfilled, and productive members of the community while fostering cultural preservation and promoting cross-cultural understanding. It has a long-standing history of providing traditional and culturally competent, and linguistic services to the growing needs of underserved and unserved, low-income residents in Fresno County.

For more information, contact Cheri Cruz, Public Relations Director: 559-728-7214 cheri.cruz@fresnocenter.org