

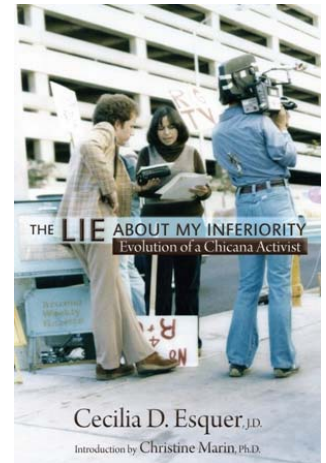
PRESS RELEASE

Chicana Activist Writes About Her Long Journey for Equality

New book by Arizona teacher, activist and lawyer Cecilia D. Esquer evokes the Chicano Movement, struggle to overcome stereotypes against Mexican-Americans.

Mesa, Arizona (September 13, 2010) – The decades of the 1960s and 1970s were a crucial time for Mexican-Americans to organize and fight to achieve civil rights. For new author Cecilia D. Esquer it was also a time to overcome prejudice and racism through education, activism and political participation.

Esquer is the author of a new book titled “The Lie About My Inferiority, Evolution of a Chicana Activist,” a memoir that tells not only her own story; it also chronicles an important segment of –until now– unwritten Chicano history.



“History textbooks do not include much information on the Chicano movement,” explains Esquer. “I want readers, especially young people, to learn about the experiences of many Chicanos in the turbulent 1960s and 1970s. This is important in today’s racially charged atmosphere. Today’s youth should not be deterred when confronted with discrimination.”

Esquer’s personal account describes the social moods and attitudes of the times, and exposes the additional challenges Chicanas faced as women to overcome a treatment of inferiority. “Success for a Chicana (woman and Hispanic) in the 1970s and 1980s involved overcoming stereotypical views, obstacles that no longer could be ignored,” reveals Esquer. “As I encountered these obstacles, I was transformed from an apolitical high school Spanish teacher into a Chicana activist, thus the subtitle of my book: ‘Evolution of a Chicana Activist’.”

In her book, Esquer, who took a step further from activism by becoming a lawyer, reflects on circumstances that encouraged her to defy social assumptions. “Looking back, I feel I turned the corner when I was teaching at a high school which engaged in overt discriminatory treatment of minority students,” the author remembers. “As I questioned the actions by teachers and administrators, I was reprimanded by my Principal and ostracized by some of my fellow teachers. I found a voice I did not know I had. I began to question and challenge this negative treatment. I became an advocate for the Mexican American and Yaqui students.”

“The Lie About My Inferiority, Evolution of a Chicana Activist,” –published by Latino Book Publisher, an imprint of the Hispanic Institute of Social Issues– will be presented on **Thursday, September 16, at 7 pm** at the **Tempe Historical Museum** in the **Museum Community Room** (809 E. Southern -corner of Rural and Southern- Tempe, AZ 85282, Tel. (480) 350-5100) - *Free Admission*

The book can be ordered directly from the author at the following address:
P.O. Box 25514 Tempe, AZ 85285 | Tel. (480) 968-4934 | E-mail: cecilia.esquer@yahoo.com

The book is also available for purchase at the Gift Shop of the Tempe Historical Museum
809 E. Southern (corner of Rural and Southern) Tempe, AZ 85282 | Tel. (480) 350-5100