Thursday April 19th, 2012

S.F. State
Towers Conference Room
5:00 - 7:00 PM
Free admission

Why is Cinco de Mayo — a holiday commemorating a Mexican victory over the French at Puebla in 1862 — so widely celebrated in the US, when it is scarcely observed in Mexico? Author David Hayes-Bautista will speak about how the holiday is not Mexican at all, but rather an American one, created by Latinos in California during the mid-19th century.

The meaning of Cinco de Mayo has shifted over time — embodying immigrant nostalgia in the 1930s, U.S. patriotism during World War II, Chicano Power in the 1960s and 1970s, and commercial intentions in the 1980s and 1990s. Today, it continues to reflect the spirit of a community that is engaged, empowered, and expanding.

The Cinco de Mayo, an American Tradition
University Speaker Tour
with
David E. Hayes Bautista

Hosted by
SF State’s Office of University Advancement, César E. Chávez Institute, Raza Alumni, and Raza Faculty & Staff Association