



---

**FOR IMMEDIATE RELEASE****Contact:**

Fatima Groom, Policy & Public Relations Manager

[fgroom.sunrise@nocoha.org](mailto:fgroom.sunrise@nocoha.org), 970-346-2539

**Sunrise Community Health Renames Outreach Services to the  
Sunrise Cesar Chavez Outreach Program**

**EVANS, CO, October 6, 2020** – Since the 1970s, Sunrise Community Health has proudly provided healthcare to migrant and seasonal farmworkers. Over the years, outreach teams have travelled throughout northern Colorado to deliver medical and dental care directly to farms, labor camps, and other agricultural employers. Today, our outreach program also serves many other vulnerable groups in our community such as homeless, refugees, and those living in rural isolation – but our work is firmly rooted in our early efforts to provide high quality care to migrant farmworkers and their families. For this reason, we are renaming our outreach services to the **Sunrise Cesar Chavez Outreach Program** – in honor of the civil rights hero who tirelessly fought to improve the lives of migrant workers across the United States.

César Estrada Chávez was a Mexican American labor organizer and union leader who fought to improve treatment, pay, benefits, and working conditions for farmworkers through nonviolent means. Chávez knew firsthand the hardships that farmworkers endured; as a child, Chávez and his family labored as migrant farmworkers, and he left school after eighth grade to help support his family. Together with Dolores Huerta, Chávez founded the United Farm Workers and mobilized millions to the plight of farm workers. Ultimately, their efforts yielded important gains - challenging child labor laws, sexual discrimination of women farm workers, and pesticide exposure and gaining higher wages, family health coverage, pensions, and many other vital protections for farm workers.

Sunrise Community Health affirms our deep commitment to standing against injustice through high quality, equitable healthcare for all. As Dr. Martin Luther King, Jr. wrote to César Chávez, “We are together with you in spirit and in determination that our dreams for a better tomorrow will be realized” - the **Sunrise Cesar Chavez Outreach Program** will endeavor to live up to this noble calling.

Please join us in honoring the legacy of César Chávez and celebrating National Hispanic Heritage Month.

**About Sunrise Community Health**

Sunrise Community Health exists to provide affordable access to quality health care for all. With ten clinic sites in Weld and Larimer Counties, Sunrise supported the health of nearly 42,000 patients in 2019 who were underserved by the health care system. Sunrise provides services regardless of a patient’s ability to pay by screening patients for eligibility for publicly funded programs or private insurance and by offering a sliding fee scale and payment plans. Sunrise Community Health is proud to be part of a nationwide network of independent, community-led health centers that serve nearly 29 million people. *To learn more about Sunrise Community Health, please visit [www.sunrisecommunityhealth.org](http://www.sunrisecommunityhealth.org), and to find out more about Community Health Centers, visit [www.hcadvocacy.org](http://www.hcadvocacy.org).*