

Join PFAW for 'Donald Trump's Year of Hate' Launch

Written by People for the American Way
Wednesday, 15 June 2016 10:44 -



ARLINGTON, VA – On Wednesday, former Miss Universe Alicia Machado and civil rights leader Dolores Huerta will join People For the American Way (PFAW) to mark the one year anniversary of Donald Trump's presidential campaign and launch PFAW's new campaign, 'Donald Trump's Year of Hate.'

Since June 16th of last year, when he infamously described Mexican immigrants as “rapists” at his campaign launch, Trump has only increased his attacks against immigrants and Latinos. Starting on Thursday, new Spanish-language ads from PFAW will run for four weeks, highlighting Donald Trump's campaign of hate thus far.

The press conference on Wednesday, co-hosted by CASA in Action (Virginia), will include more details on the ad launch. At the event, Alicia Machado, former Miss Universe winner, will share her story about why she's becoming a citizen to vote against Donald Trump. She will discuss her personal interactions with Donald Trump, including how he derogatorily referred to her as “Miss Housekeeping” and “Miss Piggy.” Dolores Huerta, civil rights leader who co-founded the United Farm Workers with Cesar Chavez, is president of the Dolores Huerta Foundation, and is a board member of PFAW, will discuss the importance of the Latino vote and speak out against the hate Donald Trump has displayed over the last year. Virginia leader and former elected official J. Walter Tejada will focus on the Latino vote in Virginia, and leaders from PFAW and CASA in Action will speak about their stand against Trump's bigotry.

WHO: *Alicia Machado*, former Miss Universe winner and soon-to-be first-time voter

Dolores Huerta, co-founder of the United Farm Workers, president of the Dolores Huerta Foundation*, board member of People For the American Way

J. Walter Tejada, former Arlington County Board member and first chairman of the Virginia Latino Advisory Commission

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Lizet Ocampo, manager of political campaigns at People For the American Way and director of PFAW's *Latinos Vote!* program

Luis Aguilar, advocacy and elections specialist of CASA in Action

WHAT: Press Conference: Former Miss Universe Alicia Machado, Civil Rights Leader Dolores Huerta Join PFAW for 'Donald Trump's Year of Hate' Launch

WHERE: Atlacatl Restaurant, 4701 Columbia Pike, Arlington VA 22204

If you are not able to attend in person, email media@pfaw.org for video of the event.

WHEN: Wednesday, June 15th at 1 PM

*Dolores Huerta's title and affiliation to the Dolores Huerta Foundation are for identification purposes only.