



Dear School Administrator,

As you prepare upcoming lesson plans, we would like to invite your students to take part in the seventh annual Colorado Rockies Youth Writing Contest in celebration of Hispanic Heritage Awareness Month in September. The 2009 writing topic is “Celebrating Heroes” inspired by baseball hero and humanitarian, Roberto Clemente. To aid in your lesson plans, we have included information on Clemente and other Hispanic leaders; students are encouraged to write about any of these individuals or one of their own heroes. You will see that not only is it quite simple to implement in your elementary or middle school classrooms, but the essay topic can be a valuable teaching tool.

**How the contest works:** Each student who submits an essay will receive 4 tickets to one of the following Rockies games in September, based on availability: Tuesday, September 22, Wednesday, September 23 or Thursday, September 24. Out of all of the essays submitted within your school, you will select your school’s top three which you will send to us to compete with other top essays from other participating schools for prizes that include *VIP tickets for the writers’ families to the September 27 game, participation in a pregame onfield ceremony and their essay published in our April, 2010 Rockies Magazine!* We should also mention that the September 27 game will include a pregame fiesta with dancers and music celebrating the culmination of our Hispanic Heritage Awareness Month at Coors Field.

This is a great opportunity for the students to learn about Roberto Clemente and other Hispanic leaders and it’s one lesson plan done for you! Please see the attached contest details and do not hesitate to call me, Sarah Topf or Marisol Villagomez with any questions along the way, and remember that we need to receive your number of total participants by **September 11** and your top three essays by **September 15**.

Thank you and we hope your child will participate!

Sincerely,

Jill Campbell  
Senior Director, Advertising & Marketing  
(303) 292-0200



Please tell us about your hero by participating in the  
**2009 Colorado Rockies Youth Writing Contest**  
in celebration of Hispanic Heritage Month this September!

The Colorado Rockies are proud to support the rich Hispanic Heritage within our community, culminating in Hispanic Heritage Month celebrated at Coors Field throughout September. We hope you will join in the festivities by participating in the **Colorado Rockies Seventh Annual Youth Writing Contest**. The writing topic this year is heroes. One such hero is Roberto Clemente, not only in the way he played baseball, but how he strived to better his community.

We hope to honor your school's participation at the **September 22, 23 or 24 game!** It's very easy...

**Students:** Applicants must be enrolled in Elementary or Middle School. The writing/essay should be 500 words or less.

**Write an essay or story about one of your heroes, which may include Roberto Clemente. Include qualities you admire in your hero and how you strive to be like them.**

Turn it into your teacher by September 11, 2009 and just for participating, you will receive four tickets to one of the following games in September, based on availability: Tuesday, September 22, Wednesday September 23 or the Thursday, September 24 Rockies game.

If your school chooses your writing as one of their top three, it will be sent to the Colorado Rockies and judged along with the best three entries from all other participating schools.

**The "Winning Entries" will be chosen from all "top three" essays submitted; if you are one of these winners, a Rockies representative will contact you during the week of September 21. Best of all, the winning writers will be recognized in an onfield ceremony before the September 27 game and your families will receive VIP tickets for that game! Winning essay will also be featured in the April, 2010 game program! GOOD LUCK!**

**Contest Guidelines for school teachers and/or administrators:** (1) Collect all essays by September 11. (2) Also by September 11, email Marisol Villagomez at [villagom@coloradorockies.com](mailto:villagom@coloradorockies.com) with the total number of participating students from your school because each student will receive 4 complimentary tickets to the September 22, 23 or 24 games. We will ship your total tickets to the designated school contact for distribution during the week of September 14. (3) Select your school's top three essays, attach this application to each and by **September 15**, mail to: **Colorado Rockies Baseball Club, Attn: Marisol Villagomez/Hispanic Youth Essay, 2001 Blake Street, Denver, CO 80205**. Thank you and please don't hesitate to call with any questions. Contacts: Marisol Villagomez and Sarah Topf (303) 292-0200.

*APPLICATION: Please fill out the following information and attach your written entry to this sheet.*

**Student Name:** \_\_\_\_\_ **Age:** \_\_\_\_\_

**School:** \_\_\_\_\_ **Grade:** \_\_\_\_\_

**Teacher/Contact on behalf of student:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Roberto Clemente was not only a great baseball player, but a great samaritan and an inspiration to those who followed. Below you can find some facts about Clemente on and off the baseball field.**

*"I want to be remembered as a ballplayer who gave all he had to give."*

-Roberto Clemente



In his first Major League season with the Pittsburgh Pirates in 1955, Clemente had a solid rookie season batting .255 with five homers and 47 RBI's. He built upon that foundation and batted .311 in his sophomore season. After that, Clemente hit above .300 12 of the remaining 16 seasons of his career.

His personal baseball achievements included four National League batting championships, twelve consecutive Gold Glove awards, eight top ten MVP seasons, including when he won the National League MVP in 1966, and the World Series MVP in 1971, when he batted .414.

Of his 3,000 career hits, 846 were for extra bases (440 doubles, 166 triples, and 240 home runs).

In 1972, after Nicaragua was hit with a massive earthquake, Clemente accepted the honorary chairmanship of an earthquake relief committee and used local media to appeal for help. He worked day and night, even soliciting donations door to door. The relief team raised \$150,000, and gathered and shipped nearly 26 tons of food, clothing and medicine by air and sea.

On December 31, 1972, Clemente took it upon himself to personally direct a relief mission to earthquake-torn Nicaragua. Bound for Nicaragua, Clemente and four others loaded a small DC-7 plane with food and supplies that never got past the San Juan border as the plane almost immediately crashed into 30 feet of water in the Caribbean Sea.

After his death, Major League Baseball established an award that bears Clemente's name, recognizing the player who, besides being a good athlete, emulates Clemente's philanthropy and humanitarianism.

Clemente's philanthropy was not calculated to gain public or private recognition. He simply wanted to help people in need. For some, his generosity was financial; with others he freely shared his chiropractic knowledge - learned as a result of his own back injury in 1954; and for many others, particularly children, Clemente's kindness came in the form of free lessons in the game of baseball.

Clemente always cared about children. Despite his busy schedule, he made time to hold baseball clinics for kids, especially for those from low-income families. He dreamed of building a "Sports City" where Puerto Rican youth would have ready access to facilities, coaching and encouragement in many sports. It was another way of working toward a Puerto Rico that was healthier, happier and fairer.



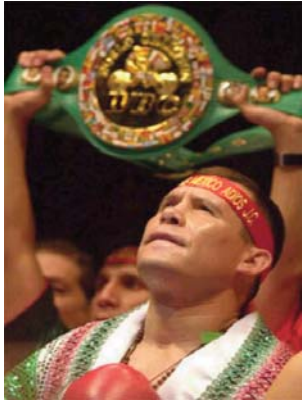
For more information about Roberto Clemente please visit the following websites:

<http://pittsburgh.about.com/od/pirates/p/clemente.htm>

<http://www.latinosportslegends.com/clemente.htm>

[www.baseball-reference.com/c/clemero01.shtml](http://www.baseball-reference.com/c/clemero01.shtml)

[www.robertoclemente.si.edu](http://www.robertoclemente.si.edu)



# Julio Cesar Chavez

**"A 60 percent Chavez can beat 90 percent of the guys out there. He's a phenomenal fighter. What can I say? It's Julio Cesar Chavez."**

**- John Montano, former World Boxing Organization's Regional Vice-President**

Julio César Chávez, born on July 12, 1962 in Ciudad Obregon, Mexico is a former professional boxer. He was a six-time world champion in three different weight divisions. In his prime he was considered the best boxer in the world, pound for pound, and is considered one of the greatest in the history of boxing.

His father, Rodolfo, worked for the railroad, and Julio grew up in an abandoned railroad car with his five sisters and four brothers. He began boxing as an amateur at the age of 16.

Chávez won his first championship, the vacant WBC Super Featherweight title, on September 13, 1984, by knocking out fellow Mexican Mario "Azabache" Martínez at the Grand Olympic Auditorium in Los Angeles, Calif. Martinez had been the betting favorite in the bout. He successfully defended his WBC Super Featherweight title nine times.

On December 31, 1987, Chávez moved up to the lightweight division and faced WBA lightweight champion Edwin Rosario. Chávez would give a career defining performance, defeating Rosario by an eleventh round TKO to win the title. After the bout, Sports Illustrated's cover proclaimed, "Time To Hail César: WBA Lightweight Champion César Chávez of Mexico may be the world's best fighter."

In 1988 he unified the WBA and WBC belts by a technical decision win over José Luis Ramírez. An accidental head-butt opened a cut on Ramírez's forehead and the doctor halted the fight, sending the decision to the judges' scorecards at that point in the fight. Chávez, ahead on all scorecards, was declared the winner.

Chavez vacated his WBA and WBC lightweight titles in order to move up to the super lightweight division. In his next bout, he won the WBC super lightweight title by defeating Roger Mayweather for a second time. Mayweather did not come out of his corner after the tenth round, giving Chavez the TKO win.

In March 17, 1990, he faced Meldrick Taylor, the undefeated IBF Junior Welterweight champion, in a title unification fight. While Taylor won the early rounds, Chávez rallied in the later rounds, scoring a knockdown with 16 seconds remaining in the final round. Although Taylor rose at the referee's count of six, he did not respond coherently to the referee's questions and held the ropes all along. The referee stopped the fight with only two seconds remaining. Many boxing fans and members of the media were outraged, as Taylor was winning, but some felt that the referee was justified in stopping the fight given Taylor's condition and the fact that he was unable to respond to questions before the conclusion of the match. Ring Magazine named it 1990's "Fight of the Year," and later the "Fight of the Decade." While many hoped for an immediate rematch, Taylor moved up in weight in his next bout and the fighters did not meet again until 1994 when Chávez dominated and then knocked out Taylor in nine rounds.

On September 12, 1992, Chávez faced WBO light welterweight champion Hector "Macho" Camacho in a highly anticipated bout. Chavez dominated Camacho en route to a unanimous decision win. For his 1993 fight with Greg Haugen 132,274 showed up to Estadio Azteca in Mexico City to set a record for fight attendance and they watched Chávez knock down Haugen; the referee stopped the fight in the fifth round, giving Chavez the TKO victory.

In April 2004, Chávez went back into the ring, for what he again claimed would be his last appearance. In that fight, nicknamed "Adiós, México, Gracias" (Good-bye, Mexico, Thank you), he beat his former conqueror, Frankie Randall, in a ten round decision.

Chávez retired with a record of 107 wins, 6 losses and 2 draws, with 86 knockouts. He holds records for most successful defenses of world titles (27) and most title fights (37). Chávez also holds the record for the longest undefeated streak in boxing history. His record was 90-0-1 going into his first loss to Frankie Randall and had an 88 fight win streak until his controversial draw with Pernell Whitaker in 1995.

# Jorge Ramos



*"Accept a multicultural society and embrace diversity  
or beat your head against the wall."  
-Jorge Ramos*

**Jorge Ramos** was born March 17, 1958 in Mexico; he is currently an anchor for Noticiero Univision. Jorge has won eight Emmy Awards and the Maria Moors Cabot Award for excellence in journalism. He has been the anchorman for Univision News for the last twenty-one years and has appeared on NBC's "Today," CNN's "Talk Back Live," ABC's "Nightline," CBS's "Early Show," and Fox News's "The O'Reilly Factor," among others. He is the bestselling author of *No Borders: A Journalist's Search for Home* and *Dying to Cross*.

Ramos joined Univision, Telemundo, Fox Sports, ESPN Deportes, and many others in 1985. He has interviewed multiple world leaders including Fidel Castro, Bill Clinton, George W. Bush, Hugo Chávez, Barack Obama, Joe Biden and many others.

Ramos started working at a radio station in Mexico City. However, he left the country when the biggest Mexican television network censored a report he had made. Looking for another job and a different life, he decided to immigrate to the United States.

He came to the United States with a student visa in 1983. The first job he took was waiting tables. Finally, in 1984, he received the opportunity to join an affiliate of Univision in Los Angeles. Two years later, he became the morning host for the show "Mundo Latino."

Jorge became one of the youngest national anchormen in the history of American television at the age of 28, in November 1986. Since, he has been called the "voice of the voiceless" for other immigrants such as himself. Ramos attended the Universidad Iberoamericana in México City where he majored in Communication. He then earned his Master's degree in International Studies from the University of Miami.

On February 21, 2008, he represented Univision in a Democratic debate between Senators Hillary Clinton and Barack Obama on The University of Texas at Austin campus.

Jorge is a best-selling author who has written nine Spanish books to date, five of which have been translated into English:

- *The Latino Wave: How Hispanics Are Transforming Politics in America*
- *No Borders: A Journalist's Search for Home*
- *Dying to Cross: The Worst Immigrant Tragedy in American History*
- *The Other Face of America: Chronicles of the Immigrants Shaping Our Future*
- *The Gift of Time*
- *I'm Just Like My Dad/I'm Just Like My Mom*
- *Lo que vi*
- *A la caza del León*
- *Morir en el Intento*
- *Detrás de la máscara*