



Proclamation

Be It Known That: I, Daniel Rivera, Mayor of the City of Lawrence, Massachusetts by and through this **PROCLAMATION** hereby recognize and honor **Amplify Latinx** and declare September 14th, 2020 as **Support Latino Business Day**. I hereby state as follows:

Whereas: Amplify Latinx, is a non-partisan, collaborative movement whose mission is to build Latinx economic and political power by increasing Latinx civic engagement, economic opportunity and leadership representation across sectors; **and**

Whereas: Latinos represent 80 percent of Lawrence's population and 66 percent of its workforce, and significantly contribute to the city's economy as business owners, workers, and job creators. However, the Latino community in Lawrence has been disproportionately impacted by COVID-19, requiring support and investment in equitable economic outcomes which can benefit everyone in the City and Commonwealth; **and**

Whereas: Amplify Latinx is building a non-partisan coalition of Latinx leaders, businesses, organizations, and allies that support a shared policy agenda for Latinx representation and upward mobility, and has cultivated a network of over 3,500 members, 150 community partners, and 130 Latinx businesses to date; **and**

Whereas: Amplify Latinx and the City of Lawrence wish to recognize the National Support Latino Business Day movement on September 14 to celebrate the significant contributions Latino-owned businesses make, the jobs they help create, and the positive impact they bring to our community and beyond, and to encourage supporters to shop at and invest in Latino-owned businesses.

Now Therefore: I, Mayor Daniel Rivera, on behalf of the residents of the City of Lawrence, Massachusetts, do hereby proclaim September 14th, 2020, as:

Support Latino Business Day in the City of Lawrence

I encourage all my fellow Lawrence and Massachusetts residents to join communities across the country for the second annual Support Latino Business Day to acknowledge and encourage support for our Latino owned businesses. Thank you for Making Lawrence Better!

Furthermore: I set my hand and affix the Seal of the City of Lawrence, Massachusetts this 14th day of September, in the year of our Lord Two Thousand and Twenty.

Daniel Rivera
Mayor