



Equal
Rights
Advocates

Since 1974, Fighting for Women's Equality

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**LEADER OF TRAILBLAZING NONPROFIT ORGANIZATION
NAMED ONE OF FIVE PIONEERS IN JUSTICE BY LEVI STRAUSS FOUNDATION**

SAN FRANCISCO, March 3, 2011-- Arcelia Hurtado, executive director of Equal Rights Advocates (ERA) in San Francisco, is one of five leaders under 40 whom the Levi Strauss Foundation has named "Pioneers in Justice."

The innovative Levi Strauss Foundation initiative brings together, in the Foundation's words, "next-generation leaders who are poised to shape the next wave of social justice work." The Foundation will enable peer learning and support collaborative action on the social issues of our time among the Pioneers for the next three to five years.

"Arcelia Hurtado is creating change every day, and we are excited about equipping her and other outstanding leaders with new tools, strategies and ways of working to create change," says Daniel Lee, Executive Director of the Levi Strauss Foundation. "There is a pioneering spirit among these leaders that resonates with our history and provides the platform to foster innovative partnerships and use new digital media and networking tools that reach across issues, constituencies and sectors."

Equal Rights Advocates is a national civil rights organization dedicated to protecting and expanding economic and educational access and opportunities for women and girls. It takes a campaign approach in its work, incorporating public education, legislative advocacy and litigation.

Among ERA's current cases: it is co-counsel on *Mansourian, et al. v. Regents of the University of California, et al.*, a Title IX class action case brought on behalf of University of California at Davis (UCD) women wrestlers which is set to go to trial in May.

"It's an honor to work with fellow Pioneers on the important social issues of the day," says Hurtado. "We believe public opinion is on our side."

Before joining Equal Rights Advocates in 2009, Hurtado worked for 13 years as a public defender. She is a graduate of University of California at Berkeley and UC Berkeley Boalt Hall School of Law.

The other Pioneers in Justice recipients are executive directors Titi Liu of Asian Law Caucus; Vincent Pan of Chinese for Affirmative Action; Lateefah Simon of Lawyers' Committee for Civil Rights of the San Francisco Bay Area; and Abdi Soltani of American Civil Liberties Union of Northern California.

For more, see <http://www.levistrauss.com/about/foundations/levi-strauss-foundation/pioneers-justice>

About The Levi Strauss Foundation

The Levi Strauss Foundation is the corporate foundation of Levi Strauss & Co. – one of the world’s largest branded apparel companies and the global leader in jeanswear. The company markets its products in more than 110 countries under the Levi’s®, Dockers®, and dENiZEN™ brands. The Foundation drives pioneering change by funding programs that push the frontiers of possibility around the world. Our philanthropic work is grounded in the pioneering legacy and enduring values of Levi Strauss & Co.: originality, integrity, empathy and courage. We are committed to bringing those values to life while leading at the forefront of change.

About ERA

Equal Rights Advocates (ERA), founded in 1974, is a national civil rights organization dedicated to protecting and expanding economic and educational access and opportunities for women and girls. Through its campaign approach—incorporating public education, legislative advocacy and litigation—ERA seeks to assist women and girls throughout a life-long continuum: from their first encounters with an educational system or athletic opportunity through their first experiences in the labor workforce and as they seek to reconcile work and family responsibilities. For more information, see equalrights.org.