



State of New Mexico

Office of the Governor

Bill Richardson
Governor

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Governor Bill Richardson Renames State Fair's African American Pavilion In Honor of Alice Hoppes

Albuquerque- Governor Richardson today renamed the African American Pavilion in Albuquerque in honor of Alice Faye Kent Hoppes, civil rights leader and former President of the Albuquerque Chapter of the NAACP. The building, located at the intersection of Racetrack Avenue and Main Street at the New Mexico State Fair in Albuquerque, will now be known as the "Alice Hoppes African American Pavilion" and is used to promote positive images, unity and pride among New Mexico's African American community.

Governor Richardson made the following remarks:

"Today we are here to pay tribute to a woman who has truly left an incredible mark on the state of New Mexico. Alice Faye Kent Hoppes was the face of the civil rights movement in New Mexico for so many decades. She was a leader that will be remembered for her tenacity, her straightforwardness, her amazing sense of humor and for her heartfelt belief that when you stand up for justice, you will make a difference.

There is no better place to celebrate Alice's life than here in Albuquerque where she successfully spearheaded the effort to create an African-American Day here at the State Fair. Alice is deserving of a monument reflecting her legacy, and I am proud to be here today to officially rename the African American Pavilion the "Alice Hoppes African American Pavilion."

The Alice Hoppes African American Pavilion will be used to promote the culture, legacy and contributions of the African American community. This building will continue to symbolize unity and pride among New Mexico's African Americans and what better way to honor Alice.

Alice's lifelong struggle for equal rights began at an early age as a student in Tatum, NM. She was not afraid to challenge her own teacher who told tasteless jokes about her because of the color of her skin. That separate and unequal treatment was something that Alice would not tolerate. Even then, Alice was known for her fearlessness and did not back down when confronted with prejudice.

Alice Hoppes and her family moved to Albuquerque in 1967 and Alice instantly became a leading voice for civil rights.

In 1984, Alice was elected president of the Albuquerque Chapter of the NAACP. She organized civil rights marches to protest unfair practices and spoke out about prison reform, biased media reporting, unfair labor practices, fair housing and equal access. Alice was always on the front lines fighting for justice.

Alice led the effort to establish a Martin Luther King state holiday. None of us will ever forget her persistence and determination to create the Office of African American Affairs. That's why when I came into office one of my first appointments was making Alice the new director of that office. She was a valued employee, a good friend and a trusted advisor. She will be sorely missed. I'm proud of that appointment and I'm proud of the fact that I've appointed more African Americans in the history of New Mexico.

So I want everyone who comes to this building to learn more about African American life, to celebrate the life of Alice Hoppes, who is truly and will always be a New Mexico legend.

It is with great pleasure that I officially designate the African American Pavilion the "Alice Hoppes African American Pavilion".