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CENTRO CULTURAL DE SAN JOSÉ

**Mexican Heritage Plaza Announces  
New Events at the  
15<sup>th</sup> Annual “Quinceañera”  
San José International Mariachi Festival  
October 3-8, 2006**

**Music Legend Juan Gabriel to Perform with Mariachi Masters  
Mariachi Vargas de Tecalitlan, Mariachi Cobre and Mariachi Azteca  
at the Gala Concert**

*New, expanded festival programming helps garner national attention  
for one of the country’s oldest, most prestigious mariachi festivals*

**What: Mexican Heritage Plaza’s 15<sup>th</sup> Annual “Quinceañera”  
San José International Mariachi Festival, Concerts & Conference  
Presented by Kmart  
October 3-8, 2006  
Multiple Locations  
San José, CA**

San José’s Mexican Heritage Plaza, the largest multi-cultural arts center for Latinos on the West Coast, today announced several new events for the annual San José International Mariachi

Festival, Conference and Concerts. “We have an exciting line up of performing, visual and speakers’ events this year,” stated Marcela Davison Aviles, President and CEO of the Mexican Heritage Corporation. “We look forward to celebrating a wonderful 15<sup>th</sup> birthday with both traditional as well as contemporary programming designed to give the festival national prominence.”

The highlight of the Festival is Mexican pop superstar Juan Gabriel performing in concert with venerated masters Mariachi Vargas de Tecalitlan and Mariachi Cobre, who appeared together with Vargas at the San José festival 15 years ago.

“Billboard Magazine has called Juan a living legend and we are delighted to welcome back Mariachi Vargas, Mexico’s most famous and beloved mariachi ensemble, for a wonderful reunion with the number one mariachi from the United States, our own Mariachi Cobre,” continues Davison Aviles. “This concert, a Latin version of Great Performances, promises to be a defining moment for our festival. The combined artistry that will be amassed under one roof is mind blowing. This concert will be the “Three Tenors” on steroids!”

***Other announcements include:***

**New events during the festival:**

- On Tuesday, October 3, the festival will hold a panel discussion on the impact of mariachi music on American popular culture and music. Participants include Daniel Sheehy, Director of the Smithsonian Institution’s Folkways Record label; Chris Strachwitz, President of Arhoolie Records; Hugo Morales, Founder of Radio Bilingue; Dr. Olga Nájera-Ramirez, Professor of Anthropology at UC Santa Cruz; mariachi historian Jonathan Clark; Eugene Rodriguez, Artistic Director of Los Cenzontles and Randy and Steve Carillo of Mariachi Cobre.
- On Saturday Oct. 7--Mariachi Day at the Children’s Discovery Museum-- the Festival will present its first “Mostly Mariachi” concert featuring the Bay Area’s renowned Los Cenzontles (*see Mariachi Festival Highlights in the release for the full schedule of activities*).
- The festival Student Showcase will offer cash prizes for the first time, in the form of US Savings Bonds, to students participating in this music and dance competition, which will be judged by a panel of professional artists and mariachi experts.
- Feria del Mariachi—a free, outdoor, community festival for the whole family—will take place, for the first time, at History Park, located at Kelley Park on Senter Road, in San José.

Feria del Mariachi will feature two entertainment stages, food booths, crafts, games and art activities for kids on 14-acres of beautifully landscaped grounds in a charming, historic town setting with paved streets and running trolleys.

**Why:** The Mexican Heritage Plaza relies on earned revenue and contributed income to support its educational programs and operations. Revenue from the Mariachi Festival directly

supports the Plaza's mariachi and folkloric programs, which provide leading edge, innovative curriculum and instruction to underserved and low-income students throughout schools in San José and through the Festival's master classes.

Arts education is a critical component of a fully integrated educational curriculum. It has been proven that a complete education in the arts and humanities helps students think creatively, communicate effectively and work collaboratively in today's fast-paced, technologically advanced global economy. The Plaza's educational programs will be expanded to reach more students with increased funding from Festival revenues.

## **Mariachi Festival**

### **Highlights:**

**Tuesday, October 3**

**11:00am**

#### **Impact of Mariachi on American Popular Culture**

San José McEnery Convention Center

150 W. San Carlos Street, Downtown San José, CA 95113

FREE

*For directions to the San José McEnery Convention Center visit [www.sjcc.com](http://www.sjcc.com)*

Panel discussion featuring:

- Daniel Sheehy, Director of the Smithsonian Institution's Folkways Record label
- Chris Strachwitz, President of Arhoolie Records
- Hugo Morales, Founder of Radio Bilingue
- Dr. Olga Nájera-Ramirez, Professor of Anthropology at UC Santa Cruz
- Eugene Rodriguez, Artistic Director of Los Cenzontles
- Randy and Steve Carillo of Mariachi Cobre
- Jonathan Clark, mariachi historian

**Wednesday, October 4**

**7:00-9:00pm**

#### **Student Showcase**

Mexican Heritage Plaza

1700 Alum Rock Ave.

San José, CA 95116

FREE

*Seating is limited and is on a first-come, first-served basis.*

*For directions to the Mexican Heritage Plaza visit [www.mhcviva.org](http://www.mhcviva.org)*

Students compete in a music and dance competition at The Plaza's state-of-the-art 500-seat theater. A panel of professional artists and mariachi experts will judge the competition and cash prizes, in the form of US Savings Bonds, will be awarded.

**Tuesday-Friday, October 3-6**

#### **Education Workshops: Mariachi Music and Dance**

San José McEnery Convention Center

150 W. San Carlos Street, Downtown San José, CA 95113

To register visit the Mexican Heritage Plaza's web site at [www.mhcviva.org](http://www.mhcviva.org)

*More than 300 students from all over the U.S. will attend master classes with professional mariachis including Mariachi Cobre, Mariachi Azteca, Jose Tena and Maria Luisa Colmenares to perfect their technique and learn more about mariachi music and folkloric dance. To register visit [www.mhcviva.org](http://www.mhcviva.org) and fill out the online registration form.*

**Friday, October 6**

**7:00pm**

**Gala Concert**

HP Pavilion

525 W. Santa Clara Street, San José, CA 95113

Tickets: \$125, \$80, \$65 and \$40

For directions to the HP Pavilion visit [www.hppsj.com](http://www.hppsj.com)

Music legend Juan Gabriel performs –plus- a mariachi “Battle of the Bands,” featuring Mariachi Vargas, Mariachi Cobre and Mariachi Azteca. *Mariachi dance performance by Los Lupeños de San José*

To buy tickets visit [www.ticketmaster.com](http://www.ticketmaster.com) or [www.apecconcerts.com](http://www.apecconcerts.com). Outlets include Warehouse Music, Ritmo Latino and select FYE stores. Phone 510-444-TIXS, 415-421-TIXS, 408-998-TIXS, 209-485-TIXS and 707-528-TIXS.

**Saturday, October 7**

**10:00am-8:00pm**

**Mariachi Festival at Children's Discovery Museum of San José**

180 Woz Way, San José, CA 95110

FREE

For directions to the Children's Discovery Museum visit [www.cdm.org](http://www.cdm.org)

**Schedule of Events at the Children's Discovery Museum on Saturday, October 7**

**10:00am-8:00pm**

In support of the festival and thanks to a generous grant from First 5 Santa Clara County, the Museum will be open FREE of charge. Special activities throughout the day include traditional Mexican arts and crafts workshops in the *Art Loft*, special youth mariachi and folkloric performances in the *Amphitheatre* and music and rhythm activities for toddlers and pre-schoolers in *The Wonder Cabinet*.

**3:00pm**

**Mostly Mariachi Concert**

**Outdoor Amphitheatre**

Los Cenzontles—renowned musicians and dancers from the Los Cenzontles Mexican Arts Center in San Pablo, CA—will sing, play and dance traditional styles of Mexican music at the San José International Mariachi festival's first annual Mostly Mariachi concert. The

group, under the direction of Eugene Rodriguez and a host of Master folk artists, has recorded ten CDs. Artists that the group has studied, performed or recorded with include Lalo Guerrero, Grupo Mom Blanco, Atilano Lopez, Julian Gonzalez, Flaco Jimenez, Santiago Jimenez Jr., Yolanda del Rio, Manuel Barrueco and Los Lobos.

“As a group, Los Cenzontles has developed into one of the region’s cultural treasures”.  
*Andrew Gilbert, Contra Costa Times*

**6:00-8:00pm**

**Lunada Familiar**

**Throughout the Museum**

In honor of celebrating deeply rooted traditions from Mexico, the Museum will stay open until 8:00pm and host a *Lunada Familiar*, a community gathering where children and adults are invited to perform, read poetry and tell stories. The Museum’s exhibits will remain open during this special event. The special performances will take place in the Amphitheatre.

**Sunday, October 8**

**9:30 am**

**Mariachi Mass**

**11:00am—6:00pm**

**Feria del Mariachi**

History Park (at Kelley Park)

Senter Road, San José, CA

FREE

*For directions to History Park, visit [www.historysanjose.org](http://www.historysanjose.org)*

**Info:** For Mariachi Festival information call Mexican Heritage Plaza at 1-800-MHC-VIVA or visit [www.mhc viva.org](http://www.mhc viva.org).

**Accommodations:**

The Plaza is proud to welcome The Hotel Montgomery and Southwest Airlines as the Festival’s Official Hotel and Airline Sponsors. For hotel accommodations please visit [www.hotelmontgomerysj.com](http://www.hotelmontgomerysj.com) and for airline reservations [www.southwest.com](http://www.southwest.com). For area assistance call: 1-800-SAN-JOSE (726-5673) or [www.sanjose.org](http://www.sanjose.org).

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