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FOR IMMEDIATE RELEASE:

Mexican Heritage Corporation Announces New Management Appointment

San José, CA - May 26, 2010 - The Mexican Heritage Corporation (MHC), the non-profit producer of the annual San José Mariachi and Mexican Heritage Festival, today announced the appointment of the veteran theatre production and arts executive Michael Miller to the post of Managing Director and Chief Operating Officer, effective June 12. MHC Managing Director Leigh Henderson will be leaving the Silicon Valley to pursue a doctorate in theatre studies at the University of Wisconsin but will retain a consulting role with MHC as Director of Grants Management.

"We're absolutely delighted to welcome Michael to the MHC family," stated MHC CEO and Executive Producer Marcela Davison Aviles. "At the same it is with profound gratitude and mixed emotion that we wish Leigh Henderson well in her pursuit of her Ph.D. Wisconsin is lucky to have her this fall."

Michael Miller has over twenty-five years experience in the entertainment business, including fourteen years in non-profits arts management. He is the former CEO and Executive Producer of American Musical Theatre of San Jose. Prior to his role with AMTSJ, Miller held senior production roles with Papermill Playhouse, and Holland America Cruise Lines.

"I'm thrilled to be joining Marcela and the team at MHC and very excited to be re-engaged in the San Jose arts community," said Miller. "This opportunity couldn't have come at a more perfect time as MHC continues its path toward sustainability. I'm looking forward to working with Marcela, staff and the Trustees to help build MHC as a leader among Latino non-profits."

"MHC's business and program delivery is growing amidst very challenging times - it's critical that our leadership team continue its excellent track record in balancing prudence with optimistic pragmatism -- and posses the knowledge to help MHC increase revenue and manage sustainable growth through economic cycles. Michael brings all of these capabilities to MHC - he is "the whole enchilada," stated MHC Board Chair Dan Ballesteros. "And we're delighted that Leigh will continue her outstanding leadership with MHC while pursuing her graduate studies in her new capacity as Director of Grants Management."

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About the Mexican Heritage Corporation

With a mission to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region and nationally, MHC both presents and produces a vibrant array of multi-disciplinary arts programs in theatre, dance, and music education and in the visual arts. To learn more about the San Jose Mariachi and Mexican Heritage Festival, and MHC visit www.sjmariachifestival.org and www.mhcviva.org