

For Immediate Release

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## **Results Show that 14<sup>th</sup> Annual San José International Mariachi Festival, Concerts and Conference Smashed Records**

**Income Triples Over Last Year, Profit Grows 171 Percent**

San Jose, CA – July 21, 2005 – The Mexican Heritage Plaza, producer of the recent 14<sup>th</sup> Annual San Jose International Mariachi Festival, Concerts and Conference, reports record successes in terms of income, operating profit and attendance.

Marcela Davison Aviles, executive director of the Mexican Heritage Plaza, reported that net income was more than triple of that of the 2004 festival. The “Noche de Serenata” concert with Linda Ronstadt and Mariachi Cobre sold out the 4,800-seat San Jose State University Event Center three days before the concert, and the performances were cheered by a wildly enthusiastic audience with attendees from California, Nevada, Arizona, New Mexico and Mexico.

“We had twice as many students in our mariachi workshops than last year,” said Ms. Aviles, “and that’s the real heart and soul of the Festival. With Mariachi Cobre giving master classes, our 250 mariachi students are well on their way to perpetuating this vibrant musical form at very high levels of achievement. However, the one fly in the ointment is that we have lost our funding for mariachi workshops at local schools, and we are seeking corporate and foundation support for this important outreach and educational program.”

Ms. Aviles also reported that total festival revenue grew 84 percent to \$478,872. “Attendance at the free Sunday festival was very strong despite record heat,” Ms. Aviles said. “We couldn’t have achieved this success without the generosity of our financial sponsors and the publicity generated by our media sponsors. The fantastic volunteers from the GI Forum made the Festival happen smoothly, and all of our partners throughout the community really delivered. In all, San Jose can be very proud of what we have achieved after several years of fiscal and programming challenges.”

Media sponsors donated more than \$800,000 of advertising and financial sponsors underwrote the Festival with \$225,000.

Nora Campos, San Jose City Councilwoman, said, “This mariachi festival was

one of the best we've ever had. The concert production values, workshops and sheer entertainment were outstanding."

Eddie Garcia, Comcast public affairs director and Board Chair of the Mexican Heritage Corporation, said, "Organizing a festival of this magnitude with limited resources is a gigantic challenge. We're very proud of the job that Marcela and her staff and volunteers did, and they've set the bar very high for next year. We start working on our 15<sup>th</sup> Anniversary Mariachi Festival next week, and I'm confident we can exceed this year's remarkable successes."

### **About Mexican Heritage Plaza**

The mission of the Mexican Heritage Plaza of San Jose is to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region and nationally. MHC was founded by a group of San José's Mexican-American community leaders led by then-Vice Mayor Blanca Alvarado (now a Santa Clara County Supervisor) and Fernando Zazueta, a prominent local attorney. Their original goal was to develop the city's first Mexican cultural garden. That vision grew into a 55,000 square-foot cultural center that serves as a vibrant resource for cultural programming and education. Built in association with the San Jose Redevelopment Agency, it is one of the largest Latino cultural centers in the nation.

To learn more about the Mexican Heritage Plaza, visit <http://www.mhcviva.org>.

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