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CENTRO CULTURAL DE SAN JOSÉ

Mexican Heritage Plaza Announces Major Festival Expansion for the 16th Annual San José International Mariachi Festival September 24-30, 2007

*Traditional Events Expanded
Contemporary Latin Artists Highlight Additional Outdoor Events
Mariachi Groups From Across the Nation Presented in “Battle of the Bands”
Mariachi Cobre Returns For Third Year*

Veteran Producer Bruce Labadie Named Festival Production Executive

**What: Mexican Heritage Plaza’s 16th Annual
San José International Mariachi Festival, Concerts & Conference
September 24-30, 2007
Downtown San Jose, CA.**

San Jose’s Mexican Heritage Plaza, the largest multi-cultural arts center for Latinos on the West Coast, today announced a major expansion for their signature event the legendary San Jose International Mariachi Festival—the largest Mariachi Festival in California and the 2nd largest Mariachi Festival in the United States.

Major Announcements and Festival Line-up:

- **Headliner Concerts Expanded to back to back Events -- Saturday, September 29:** Major “Crossover” Headliners will perform at the San Jose State Event Center for the traditional Gala Mariachi Concert. Artist roster to be announced May 1.
Sunday, September 30: Latin Pop headliner will perform a special SHOWCASE concert at San Jose’s HP Pavilion. Artist will be announced May 1.
- **Outdoor Festival Expands to Full Weekend -- Saturday and Sunday, September 29-30:** The outdoor festival expands to two days and three entertainment stages. Saturday will showcase other contemporary genres of Latin music with special performances by major artists. Sunday will showcase traditional mariachi music and will feature the first “battle” of the mariachi bands. Mariachi bands from Los Angeles, Miami, Texas and California’s Central Valley will be invited and ,a special appearance by a “surprise headliner” who will judge and perform—a not-to-be-missed experience for mariachi fans of all ages!
- **Production team Welcomes Veteran Producer Bruce Labadie:** The Festival has engaged veteran programmer Bruce Labadie to manage the production aspects of the festival – Bruce was formerly the Performing Arts Director for the Montalvo Arts Center and former director of the Paul Masson Mountain Winery and is the current director of the Comcast Summer Jazz Festival Labadie brings an outstanding track record in concert and festival production to the Mariachi Festival.

Other announcements include:

- **Mariachi music and dance educational workshops expansion:** The festival will expand its educational workshops to include a full day of panel discussions on best practices in music instruction, new developments in mariachi curriculum and emerging issues in fund development and Latino arts.
- **Pee Wee Mariachi Back By Popular Demand:** On September 29-30, the festival will host a children’s folklorico program for pre-schoolers at the Children’s Discovery Museum.
- **CHANGE OF VENUE for outdoor festival:** The outdoor community festival will take place at Arena Green. There will be a \$5 charge for adults and free admission for children.

Information:

For Mariachi Festival information call Mexican Heritage Plaza at 1-800-MHC-VIVA or visit www.mhcviva.org.

Tickets:

On sale date for the headliner concerts will be announced May 1. To buy tickets visit www.ticketmaster.com or www.apeconcerts.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.

Accommodations:

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

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