



**For immediate release: June 6, 2007**

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**Mexican Heritage Plaza Announces  
Unprecedented Artist Roster for the  
16th Annual San José International Mariachi Festival**

*Presented by:*

**El Mexicano Brand Cheeses, KDTV Univision 14 and  
Estéreo Sol 98.9/99.1 FM, Recuerdo 100.3 FM, La Kalle  
100.7/105.7 FM and KLOK 1170 AM**

**September 26-30, 2007**

*Grammy Award Winners Linda Ronstadt and Los Lobos with  
Mariachi Cobre Headline Saturday Gala Evening Concert*

*Mexican Pop Superstar Marco Antonio Solis with Mariachi Sol de Mexico  
Headline Sunday "Mostly Mariachi" Evening Concert*

*Outdoor Feria del Mariachi will feature Incendio, Mariachi International  
Guadalajara, The Iguanas, Mariachi Sol de Mexico, Mariachi La Reina, Mariachi  
Cielo de Mexico and Much More!*

**Tickets for concerts go on sale Thursday, June 7th**

San José, California, June 6, 2007—San José's Mexican Heritage Plaza ([www.mhcviva.org](http://www.mhcviva.org)), one of the largest multi-cultural arts centers for Latinos in the United States, announced today an unprecedented artist roster for its signature event: The 16th Annual San José International Mariachi Festival, Presented by El Mexicano Brand Cheeses, KDTV Univision 14 and Estéreo Sol 98.9/99.1 FM, Recuerdo 100.3 FM, La Kalle 100.7/105.7 FM and KLOK 1170 AM. This is

the largest Mariachi Festival in California and the second largest in the United States. Three-time Grammy Award winners Los Lobos will be performing with Linda Ronstadt, Mexican pop superstar Marco Antonio Solis will perform a special showcase concert with Mariachi Sol de Mexico and there will be traditional mariachi performances by Mariachi Cobre, Tlen Huicani and many others. The Festival's student mariachis, who attend mariachi master music and dance workshops with instructors Mariachi Cobre and Tlen Huicani have been invited by California First Lady Maria Shriver to open her 2007 Conference for Women in Long Beach, California in October of this year.

"We are very proud to be able to work together with the Mexican Heritage Plaza in promoting the 2007 San José International Mariachi Festival," proclaimed Gustavo Marquez, President of Marquez Brothers International. "El Mexicano brand products will support the weeklong festivities and we invite all families to attend these entertaining and culturally rich events."

"Univision is delighted to partner with the 2007 San José Mariachi Festival," stated Marcela Medina, Vice President and General Manager of KDTV Univision 14 in San Francisco. "The festival has evolved into a major Latin music event, blending headline talent and traditional Mariachi performances with educational workshops and conferences. We look forward to showcasing these wonderful attractions to our audience."

#### **Festival Highlights Include:**

**September 26-29**      **Education Workshops: Mariachi Music and Dance**, San José McEnery Convention Center, 180 W. San Carlos Street, Downtown San José, CA. More than 400 students from all over the U.S. will attend four days of master class instruction master classes with Mariachi Cobre and Tlen Huicani. To register visit [www.mhcviva.org](http://www.mhcviva.org) and fill out the online registration form.

**September 27**      **Student Showcase Concert**, Mexican Heritage Plaza Theatre, 7:00-9:00pm. 1700 Alum Rock Ave. San José, CA. Admission is FREE and open to the public. Students attending master classes perform at The Plaza's state-of-the-art theatre. [www.mhcviva.org](http://www.mhcviva.org)

**September 28**      **One day conference for music educators in mariachi instruction** and curriculum, best practices, and program fundraising presented in partnership with the Smithsonian Institution.

**September 29**      **Mariachi Day at the Children's Discovery Museum**—All day family fun at one of the nation's premiere hand-on children's museums including mariachi music and dance performances, workshops, arts & crafts and much more! Admission is FREE. [www.cdm.org](http://www.cdm.org)

**Noche de Serenata Gala Concert**, San José State Event Center, 8:00pm. Los Lobos and Linda Ronstadt with Mariachi Cobre and Tlen Huicani will perform at the traditional Gala Mariachi Concert. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit [www.ticketmaster.com](http://www.ticketmaster.com).

**September 29-30**

**Feria del Mariachi** at downtown San José's Arena Green (adjacent to the HP Pavilion) on Saturday, September 29, 11:00am-7:00pm and Sunday, September 30, 9:00am (Mariachi Mass) and festival 11:00am-7:00pm. Outdoor music and community festival with music and dance, food and family activities. Admission is \$5 for ages 13+. Children 12 and under are FREE. Tickets will be sold at Arena Green's Feria del Mariachi entrances.

Saturday's outdoor festival will showcase different genres of Latin music and will feature Incendio, The Iguanas, Los Mocosos, Los Pinguos, Quetzal and more.

Sunday's outdoor festival will showcase traditional Mariachi music and dance including, at the El Mexicano Main Stage, performances by Mariachi Azteca, Los Lupenos de San José, Mariachi La Reina, Mestizo, Mariachi Internacional Guadalajara, Mariachi Sol de Mexico, Mariachi Cielo de Mexico, A GRAND FINALE WITH ALL MARIACHI and much more.

**September 30**

**"Mostly Mariachi" Concert.** Latin Pop headliner Marco Antonio Solis will perform with Mariachi Sol de Mexico at a special showcase concert at San José's HP Pavilion, 8:00pm. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit [www.ticketmaster.com](http://www.ticketmaster.com).

"This artist roster provides something for everyone – for fans of contemporary Latin music, traditional music, and families – Linda Ronstadt and Los Lobos will be performing new material together for the first time and Marco Antonio Solis is currently #2 on the Latin Billboard chart," said Marcela Davison Aviles, Executive Producer of the Festival and President and CEO of the Mexican Heritage Corporation. "We are also thrilled to partner with El Mexicano Brand Cheeses this year to present these fabulous artists and our "Battle of the Mariachi Bands" for the first time, with over seven ensembles appearing on our stages at the Arena Green."

For more information on The 16<sup>th</sup> Annual San José International Mariachi Festival call Mexican Heritage Plaza at 1-800-MHC-VIVA or visit [www.mhcviva.org](http://www.mhcviva.org).

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