

Contact: Jill Arnone  
The Arnone Group  
Office: (408) 298 8905  
Cell: (408) 315 5121  
jilla@thearnonegroup.com

FOR IMMEDIATE RELEASE:

## **Linda Ronstadt to Advise San Jose International Mariachi Festival**

### **Grammy Award-Winning Artist Will Consult on Festival's Education and Entertainment Programming, Audience Development and Sustainable Growth**

*San José, California, June 11, 2008*—In a unique collaboration between an emerging non-profit arts event and a legend of the music business, San José's Mariachi Festival and recording artist Linda Ronstadt, will join forces to build on the Festival's recent growth. Ronstadt will advise the festival on a range of issues including possible new platforms for the Festival's cultural activities and sustainable support for the arts education mission. Her role will be advisory only with management, production and fiduciary responsibility remaining with the MHC Board and Festival staff. The new collaboration was announced today by Marcela Davison Aviles, Executive Producer of the Festival and President and CEO of the Mexican Heritage Corporation (MHC)

"Linda Ronstadt is an American treasure and is universally acknowledged for her consummate artistry as well as for her keen intelligence and insight," said Davison Aviles. "Throughout her career she has forged new paths; her acclaim is informed by innovation and superb lyricism. In the area of Mexican music, she single-handedly put mariachi on the map in the United States with her album, *Canciones De Mi Padre*. We are fortunate indeed, and honored, to work with her in building the festival's future."

"The mariachi conference in Tucson was the first festival of its kind and it was there that I got to meet the world class mariachi groups, Mariachi Camperos, Mariachi Cobre and Mariachi Vargas – and that enabled me to record *Canciones de mi Padre*. I'm looking forward to helping the San Jose festival in any way I can," Ms. Ronstadt stated.

The San José Mariachi and Mexican Heritage Festival, now in its 17<sup>th</sup> year, has experienced measured growth in terms of attendance and revenue in the past three years and is now the largest festival of its kind in the nation, headquartered in San José (the nation's tenth largest city) and centrally located in Northern California, which is the fourth largest US Latino consumer market. The Festival annually presents an array of educational workshops, indoor concert events and outdoor music and cultural family activities in downtown San José. Festival revenue supports the Heritage Corporation's music and dance education programs, which are taught in San Jose public schools, the Mexican Heritage Plaza, Children's Discovery Museum and local community centers.

Through its in-school programs and festival workshops, MHC provides music instruction, vocal coaching, master classes, music and movement classes, and instruction in Mexico's ballet

folklorico to low income and underserved students from San Jose and the greater San Francisco Bay Area.

“This is a fabulous opportunity to work with not only one of the smartest people in the entertainment community, but someone whose commitment to our Mexican heritage and music education runs deep,” Davison Aviles added about Ronstadt. “Our goal is to build on our existing arts and education program to combine outstanding performance standards with the educational depth our students deserve and to introduce the rich beauty and diversity of Mexico’s culture to the diverse communities of our region, state and nation.”

###

### **About Linda Ronstadt**

Linda Maria Ronstadt is an American popular vocalist and entertainer who has earned multiple Grammy Awards, an Emmy Award, numerous United States and internationally certified gold, platinum and multiplatinum albums, and Tony Award and Golden Globe nominations. A singer-songwriter and record producer, she is better known as a definitive interpreter of songs. Ronstadt has recorded over 30 studio solo albums, and has made guest appearances on over 100 other albums. She became the first female artist in music history to have highly anticipated arena and stadium tours - coinciding with a string of blockbuster albums, thus making her able to command sell-out concerts, solidifying her role as one of rock and pop's most successful solo female acts of all time, and for a time, the highest paid woman in rock.

### **About the San Jose International Mariachi Festival – San Jose’s Celebration of Mexican Music, Cuisine and Culture**

Now in its 17<sup>th</sup> year, the San Jose International Mariachi Festival offers a month-long schedule of music, cultural and educational events, drawing over 50,000 people annually. Throughout the years the Festival has presented a variety of traditional, Latin alternative, pop and regional Mexican headline artists in concert such as Linda Ronstadt, Aida Cuevas, Juan Gabriel, Marco Antonio Solis, Los Lobos, Ozomatli, Mariachi Vargas, Mariachi Los Camperos de Nati Cano, Mariachi Cobre, and Mariachi International de Guadalajara, as well as local artists and folklorico companies such as Mariachi Azteca, Los Cenzontles, Mariachi Monumental de Juan Reyes, and Los Lupeños de San Jose. The Festival is the cornerstone of Mexican Heritage programming and the largest of its type in the nation.

During the Festival educational music and dance-master classes are offered by internationally renowned mariachis and maestros of ballet folklorico. The Festival closes with an outdoor *feria*, featuring music, arts, cultural activities and food in a celebration of Mexican heritage and cuisine.

### **About the Mexican Heritage Corporation**

The Mexican Heritage Corporation of San Jose exists to affirm, celebrate and preserve Mexico’s rich cultural heritage and to showcase multicultural visual and performing arts and cultural events. MHC realizes its mission with a multi-disciplinary education and artistic program that celebrates Mexican culture and illuminates and explores the diversity within Mexico, the influence of Mexican culture on other communities worldwide and that of international and indigenous communities on the culture of Mexico, through the visual, performing and media arts. Our educational programming fosters and illuminates the passionate cadence of Mexican music, the complexity of Mexico’s multi-ethnic history and diversity, and the unique contributions of a

culture that both literally and figuratively forms the underlying architecture of present day American life. MHC is a non-profit resident arts partner of the Mexican Heritage Plaza, the largest Latino cultural center in California. Nearly 200,000 people enjoy MHC programs annually. MHC programming is presented at the Plaza, in schools and at museums and community centers in San Jose.

###