

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

Ersi Arvizu Confirmed For San José Mariachi and Latin Music Festival

All Star Big Band Including The Sisters, Ry Cooder, Joey Navarro, Mickey Lespron, Rene Camacho and Francisco Torres to Back Arvizu for Concert Celebrating Her Acclaimed New Album, "Friend For Life"

San José's Mariachi Azteca Will Also Appear

San José, California, August 11, 2008 — East LA legend Ersi Arvizu ("Sabor A Mi" – El Chicano and "Gee Baby Gee" – The Sisters) has confirmed a rare live performance for September 26, 2008 at the San José Mariachi and Latin Music Festival. Tickets go on sale Friday, August 15.

Celebrating the recent release of her acclaimed debut solo album of original songs 'Friend For Life' (Anti Records), Ersi will be backed by an all-star big band that includes The Sisters, Ry Cooder, Joey Navarro, Mickey Lespron, Rene Camacho, and Francisco Torres. Cooder also produced 'Friend For Life.'

San José's own Mariachi Azteca will also perform, rounding out an evening which promises to be a one-of-a-kind celebration of Mexican American and mariachi music. Arvizu's recent album has been hailed as "timeless," (LA Times) "astounding," (sonicboomers.com) and "a sound that delivers you back to a place and time that you loved – or imagine you would have loved if given the opportunity." (LA Weekly).

Arvizu grew up in East LA, learning ranchera and mariachi music from an early age and playing with her family, which gradually evolved into the appropriately named band The Sisters. The act sang for fights at the Olympic Auditorium, El Monte Legion Stadium or the Paramount Ballroom in LA, eventually opening for Ike & Tina Turner, The Righteous Brothers and Caesar and Cleo (later known as Sonny and Cher). They signed with the legendary Del-Fi Records - home to Richie Valens - and scored a #3 hit with their 1964 single "Gee Baby Gee."

"An Ersi Arvizu gig is always a great gig," said Ry Cooder. "Everybody has a ball, including me."

Following her time in The Sisters, Arvizu sang in a variety of groups, before finding a home with El Chicano. In the mid-70s, with Arvizu as the lead singer El Chicano gained a reputation as the premier ambassadors of East LA rock, and Arvizu's interpretation of their song "Sabor a Mi" became a cultural anthem.

"An astounding autobiographical journey by someone whose spirit is not only unshakeable, but whose voice sounds like it has been waiting for just this" -- Bill Bentley, sonicboomers.com

"...the natural, timeless quality of Arvizu's voice transcend(s) pop trends with its heartfelt delivery ..." - LA Times

Mariachi Azteca has been serenading the San Francisco Bay Area for over 25 years. The group is made up of accomplished musicians from different parts of Mexico and northern California. Members of the ensemble serve as instructors for the Mariachi Youth Program at the Mexican Heritage Corporation in San Jose, other youth groups in the area, as well as Stanford University's Mariachi Cardenal. They are

the host mariachi for the annual San Jose Mariachi and Latin Music Festival and Conference. Having the reputation of being northern California's finest, Mariachi Azteca has accompanied such artists as Lucha Villa, Mercedes Castro, Pandora, Yolanda del Rio, Juan Valentin, Beatriz Adriana, and Jose Feliciano, just to name a few.

The concert is co-presented through the Festival's partnership with Marquez Brothers Entertainment and Team San Jose.

WHO: Ersi Arvizu; Mariachi Azteca

WHAT: Concert at San Jose Mariachi and Latin Music Festival

WHERE: Civic Auditorium San Jose, CA

WHEN: Friday, September 26, 2008

TICKETS: \$37.50 through Ticketmaster (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com and at the Civic Auditorium Box Office. Tickets go on sale August 15th.

VISIT: sanjosemariachifestival.com for more information.

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About the San José Mariachi and Latin Music Festival:

The San José Mariachi and Latin Music Festival, now in its 17th 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 Mexican 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. For Festival schedules and information visit www.sanjosemariachifestival.com.

About Marquez Brothers Entertainment, Inc. (MBE): MBE is one of the nation's top promoters of Latin music and sporting events. Based in San Jose, California, MBE also has offices in Chicago and Las Vegas and is comprised of a formidable blend of seasoned Latin entertainment industry veterans. Led by Marquez Brothers International, Inc. President and CEO Gustavo Marquez, MBE has been promoting events since 1990. Originally developed to promote the company's line of *El Mexicano* brand ethnic food products, MBE has grown into a full-service promotion and event marketing division. MBE has promoted shows with virtually every top Latin performer including RBD, Vicente Fernandez, Luis Miguel, Juan Gabriel, Joan Sebastian, Marco Antonio Solis, Ana Gabriel, Mana, Juanes, Paulina Rubio, Rocio Durcal, Ricardo Arjona and many more. MBE has also promoted shows with general market artists such as Luciano Pavarotti. For more information about Marquez Brothers International and MBE visit www.marquezbros.com. and www.elmexicanopresenta.com.

About Team San Jose

Team San Jose's mission is to ensure that San Jose's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau. For more information on Team San Jose facilities or San Jose visitor attractions, call 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.