

MEXICAN HERITAGE
BELLAS ARTES DE SAN JOSÉ



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FOR IMMEDIATE RELEASE:

**Linda Ronstadt and the San José Mariachi
and Mexican Heritage Festival Announce 2009 Schedule,
with Target as the Presenting Sponsor**

San José, CA, May 5, 2009 – Linda Ronstadt today announced details of the 2009 schedule for the San José Mariachi and Mexican Heritage Festival (SJMF), the signature Latino destination event of Northern California. As the presenting sponsor, Target is making it possible for this year's *Feria del Mariachi* to be free and open to the public. Major funding for this year's festival is also provided by the City of San José and the Redevelopment Agency,

The weeklong schedule includes “Mariachi Goes to the Movies”, a new interpretive performance celebrating Mexico’s Golden Era of Mexican Film, and a concert with special guests Los Lobos and Carlos Santana, appearing together for the first time to honor Cesar Chavez. The Festival also will present an evening with Joan Baez, whose commitment to social justice is shared by Ronstadt.

“The 2009 schedule is full of exciting new interpretations of the traditional mariachi canon, a very special homage to Cesar Chavez with guests Los Lobos and Carlos Santana, a singular evening with a singer of Mexican heritage that I have very much admired...Joan Baez over the years,” announced Ronstadt. “All are eager to share with

our appreciative, adventurous, and passionate audience, and with the great Bay Area community that supports us.”

The schedule represents a welcome community celebration in the midst of tough economic times. The festivities are highlighted by free outdoor concerts presented by Target and evening concert performances by some of the most beloved artists in folk, traditional and rock music.

“San José’s Mexican heritage runs deep and the tradition of creative innovation and commitment to social justice has impacted the world through the work of leaders such as Cesar Chavez and Dolores Huerta,” added Ronstadt.

The 2009 schedule continues Ronstadt’s artistic direction of the Festival for a second year, and her creative interpretation, for the third year, of the program for the festival mariachi gala concert. For 2009 Ronstadt has created “Mariachi Goes to the Movies”--- an original musical interpretation and tribute to the iconic music of such Mexican cinema classics as “*Dos Tipos de Cuidado*” and “*Ay, Jalisco No Te Rajes.*”

Ronstadt’s creative direction of the mariachi gala concert pairs the core classical repertoire of the mariachi canon with screened highlights of Mexican films that are new to or rarely seen by Bay Area audiences. Mexico’s Queen of the Cancion Ranchera – Aida Cuevas – returns to the festival from her triumphant appearance with Ronstadt and Lila Downs in 2008. Cuevas will be joined by America’s mariachi royalty --- Mariachi Cobre --- in this singular tribute.

“It has been my great pleasure and privilege to work with the wonderful musicians of Los Camperos de Nati Cano and the Mariachi Cobre for many years, during which we’ve developed a personally nuanced approach to the music of the mariachi, both the familiar and the new,” added Ronstadt.

The Festival schedule also includes educational workshops in mariachi music, ballet *folklorico*, Mexican green building and design and, for the first time, ‘slow food’ Mexican cooking.

“Our 2009 schedule offers a wealth of powerful musical experiences, reflecting the inspired partnership between the Festival, the City of San Jose and Linda Ronstadt,” said MHC President and CEO Marcela Davison Aviles. “It is a generous schedule, one that expands the Festival’s free offerings, thanks to wonderful support from Target. It builds upon our long-standing commitment to annually present some of the world’s greatest artists, artisans, and educators and to showcase San José’s vibrant community.”

Festival tickets will become available through a special offer and officially go on sale to the general public May 12 at 10 a.m. Ticket information is available through the Web site at www.sjmariachifestival.com or www.ticketmaster.com, or by calling 1-800-745-3000.

Sponsors of the Festival include Target, the City of San José and the San José Redevelopment Agency.

Festival Schedule

2009 San José Mariachi and Mexican Heritage Festival Presented by Target Linda Ronstadt – Artistic Director

Evening Concerts:

- September 25** Our Tribute to the Heroes of our Heritage continues with
An Evening with Joan Baez.
*San José Center for the Performing Arts
255 Almaden Blvd., San José, CA 95113
8:00 pm*
Join music legend and civil rights activist Joan Baez for an intimate musical evening. Tickets go on sale May 12.
- September 26** **“Mariachi Goes to the Movies”**
A Tribute to the Golden Era of Mexican Film
*San José Center for the Performing Arts
255 Almaden Blvd., San José, CA 95113
8:00 pm*
Mariachi superstars Aida Cuevas and Mariachi Cobre perform a tribute to the Golden Age of Mexican cinema, joined by Mariachi Festival Workshop students and MHC’s own Los Lupeños de San José, celebrating their 40th anniversary! Tickets go on sale May 12.
- September 27** **A Concert Tribute for Cesar Chavez**
With special guests Los Lobos and Carlos Santana
*HP Pavilion
525 W Santa Clara St
San José, CA 95113
8:00 pm*
A special music tribute to the civil rights legacy of Cesar Chavez from artists who believe in his message. Tickets go on sale May 12.

Educational & Cultural Programs:

- September 23** **Educator’s Symposium**
*Wyndham Hotel
1350 North First Street, San José, CA 95112
10:00 am – 3:00 pm*

Keynote Speaker Dr. Elizabeth Arnot-Hoffner, Director of the "Math through Mariachi" program at the University of Arizona. Registration is \$10 and opens May 15, 2009.

September 24

Student Showcase Concert

Theatre on San Pedro Square

29 N. San Pedro Street, San José, CA 95110

7:00 pm

Students from our Mariachi Music and Dance Workshops show off for family, friends, and the community. This concert is free to attend, but space is limited.

September 24-25

Adobe and Strawbale Construction Workshops

Peralta Adobe

175 West Saint John Street, San José, CA 95110

Time TBA.

Bill and Athena Steen, internationally respected adobe and strawbale builders and educators, will put their techniques into action in San José as they complete a mini-construction project on site. Drop by to see them work or even get your hands dirty helping them. <http://www.caneloproject.com/>

September 24-25

Mariachi Music and Folklorico Dance Workshops

Wyndham Hotel

1350 North First Street, San José, CA 95112

Students from all over the U.S. attend master classes in mariachi and ballet folklórico with Mariachi Cobre and ballet folklórico maestros Maria Luisa Colmenares and José Tena. Registration is \$75 and opens May 15, 2009.

September 27

Feria del Mariachi

Downtown San José's Plaza de Cesar Chavez

Market Street between San Fernando and San Carlos

9:00 am – 6:30 pm

Three stages of Mexican regional and traditional music, folk dancing, family activities, artisans, Mexican food, and much more. Thanks to a generous contribution from Target, this year, we are able to open up the outdoor feria for FREE to the public! Bring the whole family and enjoy the best of Mexican culture.

About the Mexican Heritage Corporation

The Mexican Heritage Corporation of San José exists to affirm, celebrate and preserve Mexico's rich cultural heritage and to showcase multicultural visual arts, performance 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. For more information visit mhecviva.org

About the San Jose International Mariachi and Mexican Heritage Festival

Now in its 18th year, the San Jose Mariachi and Mexican Heritage Festival offers a month-long schedule of music, cultural and educational events, drawing over 30,000 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, to name a few. The Festival is the cornerstone of Mexican Heritage programming and the largest of its type in the nation. To learn more about the Festival visit sanjosemariachifestival.com

About Target

Minneapolis-based Target serves guests at more than 1,600 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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