

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



**FOR IMMEDIATE RELEASE:**

## **Let us Show You The Way to San José**

**Spend quality time in San José With the  
18th Annual San José Mariachi and Mexican Heritage Festival, Presented by Target**

***Save on hotel discounts and concert packages this September 21 – 27***

San José, CA --- July 7, 2009 --- The San José Mariachi and Mexican Heritage Festival invites you to get away for a great week (or weekend) getaway of concerts and Mexican cultural celebrations and activities in Downtown San Jose. The Festival includes workshops in Mexican music, dance, slow food cooking, sustainable design and a free community fair. With exceptional hotel rates and dinner packages, the Silicon Valley will truly offer a “heart’s delight” for visitors this fall. In 2009, the festival celebrates the heroes of Mexican heritage, by creating a week programming on the legacy of Cesar Chavez. the festival will present icon of Latin music who are also known for their commitment to social justice-- Joan Baez, Carlos Santana, Los Lobos, and Little Joe y La Familia.

“This year’s festival has an abundance of cultural activities,” said Linda Ronstadt, Artistic Director of the San José Mariachi and Mexican Heritage Festival. “While music is at the core of this annual signature event, our festival also provides visitors and patrons the opportunity to participate in a wonderful array of activities – from learning mariachi to workshops in healthy Mexican cooking, check out our complete schedule at [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com) – it’s the whole enchilada.”

Mexican Heritage Corporation and Team San José, along with the Fairmont Hotel and the Wyndham Hotel, have partnered on travel packages that will make people yell “Andale!” The 18th Annual Festival celebrates Mexico’s music, culture and cuisine and features an unprecedented lineup of artists and travel discounts.

For the week of September 21 - 28, families can take advantage of special festival rates at San José hotels and receive a special welcome package designed exclusively for the festival. Enclosed in a hand-made artisan-crafted pressed tin box, the special souvenir and entertainment gifts will announce ‘Welcome to San José’. The festival’s Web site at <http://www.sjtix.com/vip/mariachi.html> makes it easy for visitors to find affordable hotel room rates and purchase tickets to the several concerts and festivities during the month of September.

San José’s Mariachi and Mexican Heritage Festival is the largest in the country. The concerts feature such guest stars such as Joan Baez, Aida Cuevas, Los Lobos, Carlos Santana, Mariachi Los Camperos de Nati Cano, and Mariachi Cobre,

Also, on September 21, the Benjamin Bratt movie ‘La Mission’, will be screened at the Downtown San José Camera Cinemas. Directed by Peter Bratt, Benjamin Bratt’s brother, the movie screening will be followed by a question and answer session with the cast and crew.

The Festival also presents a blockbuster art exhibition, for the first time in the United States in over 60 years, featuring the murals created by the Mexican painter Miguel Covarrubias from the 1930 California Exposition. In partnership with History San José, the historic exhibition will

present the murals at San José City Hall along with rare examples of Covarrubias' artwork from the private collection of collector and Covarrubias expert Adriana Williams.

On Sunday September 27, the Feria del Mariachi, presented by Target, is in Downtown San José's Plaza de Cesar Chavez from 10:00 a.m. to 6:30 p.m. Three stages of Mexican regional and traditional music, folk dancing, family activities, artisans, Mexican food and much more will be in the park. Thanks to a generous contribution from Target, this year the outdoor feria is FREE to the public.

"The entire family can enjoy the best of Mexican culture at the Feria" added Ronstadt. "This is a very accessible festival with some of the best live music in the country. And there is no substitute for live music...it connects people with each other like nothing else can"

"This is an unbelievable opportunity for families to have a cultural experience or get away for a romantic weekend filled with music, food and fun," said Marcela Davison Aviles, President & CEO of Mexican Heritage Corporation. "The special festival rates make this year's San José Mariachi Festival very accessible and affordable to everyone in the Western United States."

As part of the Mariachi Travel promotion, a complimentary historic commemorative festival poster will be provided to travelers who book their hotel rooms online at [sjtix.com](http://sjtix.com) or call 408 792 4176.

Also, local restaurants have partnered with the festival to offer dining experiences:

**The Grille on the Alley**, on the first floor of the San José Fairmont Hotel, is offering one free appetizer for the table, up to \$15.00 in value, with the purchase of dinner and ticket stub from any Mariachi concert.

**Paolo's** special dinner is on Friday, September 25 for one night only. Before hearing the wonderful music of Joan Baez, one of the best folk artists of all time, enjoy a special three-course prix fixe dinner menu at Paolo's, one of San Jose's finest restaurants, for only \$50 per person when you purchase a ticket to Joan Baez. Paolo's is literally steps away from the concert venue, with ample parking options. Simply call the [SJTix.com](http://SJTix.com) box office at 408-792-4176 for a special concierge service for this magical night only.

"Promoting signature events such as the San Jose Mariachi and Mexican Heritage Festival is a great way to boost tourism and bring awareness of what San José has to offer," said Dan Fenton, CEO Team San Jose. "Creating these travel promotions will help attract visitors who want to stay and play in San José."

"Families and music lovers can experience the heritage and culture that makes San José one of the most diverse cities in America," added Davison Aviles.

**The Wyndham San José:** To book a room for only \$84 for a single, or \$94 for an executive king, or \$114 for a suite at the Wyndham, call 1-800-WYNDHAM or (408) 453-6200 or go online to [www.wyndham.com](http://www.wyndham.com). The Wyndham is the official hotel of the San José Mariachi and Mexican Heritage Festival Workshops, and is by far the cheapest and most convenient lodging for Festival Workshop students. By hopping on the light rail, it's also quick and easy to take public transportation from the Wyndham San José to any of the great Mariachi Festival concerts.

**The Fairmont San José:** For the best accommodations downtown San José has to offer, try our official hotel sponsor, the Fairmont San José. Starting at just \$109 for standard rooms, \$139 for deluxe rooms, \$209 for Suites, and \$239 for Deluxe Suites call 1-800-346-5550. Located right across the street from the Plaza de Cesar Chavez, just blocks from the Center for the Performing Arts, and less than a mile from the HP Pavilion, the Fairmont is the most luxurious and convenient place to stay for all the San José Mariachi Festival concerts. Staying at the Fairmont

for the Festival is affordable as well.

Purchase a VIP package which includes a Fairmont hotel room for \$139 and the best concert seats to either Evening with Joan Baez, Mariachi Goes to the Movies both at the Center for the Performing Arts, or a concert tribute to Concert Tribute to Cesar Chavez, with special guests Los Lobos and Carlos Santana at HP Pavilion. Go to [sjtix.com](http://sjtix.com) for more on packaged deals.

Check out [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com) for special weekend and dining packages. Remember to tell them you're coming to the San José Mariachi and Mexican Heritage Festival to get the special discounted rates.

If you have more questions about staying in San José for the Mariachi and Mexican Heritage Festival, please feel free to call us at 800-MHC-VIVA or email [info@mhc viva.org](mailto:info@mhc viva.org). We'll look forward to seeing you at the Festival!

###

**About the San José Mariachi and Mexican Heritage Festival:**

The San José Mariachi and Mexican Heritage Festival, now in its 18th 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.

**About Team San Jose (TSJ)**

Team San Jose (TSJ) manages the San Jose Convention Center, Center for Performing Arts, San Jose Civic, the California Theatre and Parkside Hall. The TSJ mission is to ensure that San Jose's Convention Center and theaters are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses in San Jose. Team San Jose also acts as the San Jose Convention and Visitors Bureau with a mission to enhance the image and economic well-being of San Jose by marketing San Jose as a globally recognized destination.