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FOR IMMEDIATE RELEASE:

## **18<sup>th</sup> Annual San José Mariachi and Mexican Heritage Festival Announces Music, Dance, Building and Slow Food Workshops**

*San José, CA – July 14, 2009 ---*

The heritage of Mexico is brought to life in the form of music, dance, building & construction, as well as slow food and cooking classes.

Whether you've ever picked up a musical instrument or a frying pan, or just want to learn more about Mexican culture, you can be a part of the educational workshops at the San José Mariachi and Mexican Heritage Festival.

"We are pleased to expand our educational programming this year to encompass healthy living and sustainable design," said Marcela Davison Aviles, President and CEO of Mexican Heritage Corporation, and producer of the San José Mariachi and Mexican Heritage Festival. "This year the festival will fulfill the body, mind and spirit of all those who will join our annual celebration of Mexican culture."

New this year as part of the educational programming at the festival are workshops in music, music and math, and even 'slow food' Mexican cooking classes. Registration is now open: [sanjosemariachifestival.com](http://sanjosemariachifestival.com)

### **September 21            Mariachi 101**

Martin Luther King Library

150 East San Fernando Street, San José, CA 95112

7:00 pm – 9:00 pm

Gil Sperry, author of "*Mariachi for Gringos*," can turn mariachi novices into aficionados with this fun and interactive presentation. Free and open to the public.

### **September 23            Educator's Symposium**

Wyndham Hotel, 1350 North First Street, San José, CA 95112

10:00 am – 3:00 pm

A conversation about "*Math through Mariachi*."

Registration Fee is \$10 at the door. Location: Workshops will be held at The Wyndham San Jose, 1350 North First Street, San Jose, CA 95112.

### **September 24-25        Adobe and Strawbale Construction Workshops**

Peralta Adobe at San Pedro Square

175 West Saint John Street, San José, CA

10:00 am – 5:00 pm

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. Free and open to the public.

[www.caneloproject.com](http://www.caneloproject.com)

**September 24-25 Mariachi Music and Folklórico 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 experts Mariachi Cobre, and ballet folklórico maestros Maria Luisa Colmenares and José Tena.

**Workshop Registration:** The fee is \$75.00 now through July 31<sup>st</sup>, \$85.00 Aug 1<sup>st</sup>, through Sept. 15<sup>th</sup>, \$150.00 after September 15. Register online at [www.sanjosemariachi.com](http://www.sanjosemariachi.com) or print out a registration form and mail or fax, with payment, to: Mexican Heritage Corporation, Attn: Workshop Registration, 1700 Alum Rock Avenue, San José, CA 95116 or Fax: 408/928-5550

**Location:** Music and Dance Workshops to be held at The Wyndham San Jose, 1350 North First Street, San Jose, CA 95112. Gala concert and rehearsals will be at the Center for Performing Arts, 255 Almaden Blvd, San Jose, CA 95113, 408/277-5277.

**September 25 – 26 Comida para el Corazon y el Alma (Food for the Heart & Soul)  
*Traditional Mexican food for a healthy lifestyle***

Mayfair Community Center 2039 Kammerer Ave., San José, CA 95116

10:00 am – 3:00 pm

Learn how to cook and eat healthy, delicious Mexican food, using locally grown, organic ingredients. Registration fee is \$75. Register online at [sanjosemariachifestival.com](http://sanjosemariachifestival.com)

For further information please contact Monica Ramos, Mariachi Festival Workshop Coordinator at 408/928-5551 or [mramos@mhc viva.org](mailto:mramos@mhc viva.org)

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**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. [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com)