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FOR IMMEDIATE RELEASE:

**Media Alert: Sunday, September 27 Feria del Mariachi
 Presented by **

San José, CA – September 23, 2009 --- The heart of the San José Mariachi and Mexican Heritage Festival is the outdoor feria. This year, thanks to Target, this phenomenal event for FREE! Downtown San José will be filled with Mexican food, Mexican art vendors, family activities, and three stages of the very best of Mexican music and dance.

As a special treat for festivalgoers, San Jose Mariachi and Mexican Heritage Festival artistic director Linda Ronstadt will join with Mariachi Los Camperos de Nati Cano for a cameo, between 5 and 6:30 p.m. on the Target Mariachi Main Stage.

Sunday, September 27th 2009 10:00 a.m. - 6:30 p.m.

*Downtown San José's Plaza de Cesar Chavez
 Market Street between San Fernando and San Carlos*

The Mariachi Mass will begin at 10 a.m. at the Cathedral Basilica of Saint Joseph (80 S. Market Street, San Jose, CA), sponsored by Lima Family-Erickson Memorial Chapel on Willow Street in Willow Glen, San José; Oak Hill Memorial Park and Mortuary in San José; and Redwood Chapel in Redwood City, Father Francisco Miramontes presiding.

PERFORMANCE SCHEDULE (all schedules subject to change):

	Target Mariachi Mainstage	Clearchannel Stage	La Raza Stage	Tent de Los Abuelitos (Children's Area)
10:00 AM – 10:30 AM			Centeotl, Grupo de Danza y Baile	
10:30 AM – 11:00 AM		Local KSJO Contest Winner Grupo Desafio		

11:00 AM – 11:30 AM	University of Texas San Antonio Mariachi Los Paisanos			Craft Time with the San José Public Libraries
11:30 AM – 12:00 PM		Local KSJO Contest Winner Baru		
12:00 PM – 12:30 PM		Local KSJO Contest Winner TBA	Trotamundos Teatro	PeeWee Mariachi
12:30 PM – 1:00 PM	Raices de Mi Tierra			Rob Bernard and Independence High School
1:00 PM – 1:30 PM			Basillia Corrales with Fortaleza Musical Mariachi	
1:30 PM – 2:00 PM		Local KSJO Contest Winner Guerreros de Arpa	Fortaleza Musical Mariachi	Story Time with the San José Public Libraries
2:00 PM – 2:30 PM	Los Lupeños de San José			
2:30 PM – 3:00 PM				PeeWee Mariachi
3:00 PM – 3:30 PM		Local KSJO Contest Winner Nueva Aventura Nortena	Paco Padilla	Story Time with the San José Public Libraries
3:30 PM – 4:00 PM	Mariachi Azteca San José			Community Volunteer Justine Massey (Reading and Songs)
4:00 PM – 4:30 PM			TBA	Rob Bernard and Independence High School
4:30 PM – 5:00 PM		Local KSJO Contest Winner Los Pilotos	TBA	Community Performer Nick Guzman
5:00 PM – 5:30 PM				
5:30 PM – 6:00 PM	Mariachi Los Camperos de Nati Cano			

OTHER ACTIVITIES AND DEMONSTRATIONS

ZERO1: The Art and Technology Network

Don't miss this special installation of work by contemporary Latino artists, including:

- **HOMiNG:** A thought-provoking, interactive space designed by Pilar Agüero-Esparza.
- **GAMiNG:** A cyberlounge curated by net artist Arcángel Constantini.
- **SHOCKiNG:** Arcángel Constantini will audio-electrocute volunteers with his mobile icpiticayotl box.
- **REFUNDiNG:** Gustavo Romano brings his "Lost Time Refund Office" performance project to the U.S. for the first time.

Mata Ortiz pottery

Master potter Pilo Mora will sell his wares and demonstrate this wonderful art form at 11:00 am, 1:00 pm, and 3:00 pm.

Sustainable Building

Bill and Athena Steen of the Canelo Project will create a mini-project on site. Stop by their booth throughout the day to watch or participate.

Arts and Crafts Area

Featured this year, some of the best creators and merchants of Latino arts and crafts from across the Bay Area, including:

- Tu Tienda Azteca
- La Fina Cocina
- Coraza Crafts
- Carlos Villez
- Nanis Creations
- Talavera Ceramics
- Folklor Mexicano
- World Boutique and Gallery
- R.U.N.A. Marka Arts and Crafts
- Tezcalycil
- De Origin Maya, Your Guatamalen Boutique
- Mexico by Hand
- Plazita Oaxaqueno
- Echery Pottery
- And many more!

Great Mexican Food

Stop by the *feria* food court for delicious Mexican fare from:

- Lucy's Tamale Factory
- Lily's Roasted Corn
- Helados Santa Clara
- And more!

Festival Sponsor Booths

Plaza Cesar Chavez will host the corporate and media sponsors who so generously support the San José Mariachi and Mexican Heritage Festival will be on hand with services, information, and lots of special discounts and giveaways.

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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.