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FOR IMMEDIATE RELEASE:

2009 San José Mariachi and Mexican Heritage Festival Posts Net Gain in Revenue, Increased Attendance

San José, CA --- October 1, 2009 Organizers of the 18th Annual San José Mariachi and Mexican Heritage Festival announced today gains in net revenue over 2008 income and increased attendance for the Bay Area's largest Hispanic heritage event.

“During the worst economy in our lifetime, this year has certainly surpassed all expectations,” said President and CEO Marcela Davison Aviles. “Festival 2009 witnessed a record-breaking attendance of almost 35,000 people over the eight-day week of Mariachi festivities.”

Support from sponsorships increased 9% over last year. The festival staff is completing final accounting, net revenue is up at least 50% from 2008 results, which puts the festival well into the black on the balance sheet.

Festival Artistic Director Linda Ronstadt expressed her profound appreciation of San Jose's community support and the hard work from everyone involved.

From Hollywood film stars to San Jose Low Riders, community musicians to international headliners, the festival presented San Jose, Silicon Valley and the greater Bay Area the ideal village of Aztlan -- a place where Mexican and American cultures collided in one joyous mash up of artisans' wares, music and dance, tacos and agua fresca, adobe straw bale and contemporary art offerings from Zero1. It was a festival of inclusion and diversity with all roots in Mexican culture.

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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.