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FOR IMMEDIATE RELEASE:

Alliance for California Traditional Arts Honors San José Mariachi and Mexican Heritage Festival

Top Arts Agency Awards Prestigious Living Cultures Grant to San Jose Festival

San José, CA—January 11, 2010 —The Mexican Heritage Corporation, producer of the annual San José Mariachi and Mexican Heritage Festival, today announced the festival's selection by the Alliance for California Traditional Arts (ACTA) to receive one of ACTA's prestigious *Living Cultures* grants in support of traditional and folk arts.

“This award is especially timely as we recognize the musical heritage of the Mexican Revolution, which will mark its centennial year i010,” said Festival Artistic Director Linda Ronstadt. “This year our festival will try to tell the story of a time of profound change, upheaval and passion and recall for a modern audience the cadence and timbre of 1910.”

This year ACTA received 124 proposals and the San Jose Heritage Festival was among the 42 selected in a three day review process by cultural and community specialists. The grant received by the Mexican Heritage Corporation is \$7,500. The Living Cultures Grant Program is supported by the Walter and Elise Haas Fund, the William and Flora Hewlett Foundation, the Metabolic Studio, a direct charitable activity of the Annenberg Foundation and the James Irvine Foundation, with additional support from the California Arts Council, the California Community Foundation and the San Francisco Foundation. The grants support the work of exemplary projects engaged with traditional and folk arts among the diverse communities of California.

“We're honored to be joining the ACTA family of outstanding organizations who present, produce and preserve traditional and folk art in California,” stated Marcela Davison Aviles, President and CEO of the Mexican Heritage Corporation. "This grant is especially significant, because it celebrates and validates our work to preserve Mexico's traditional arts and the heritage of California's Latino history.”

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About the Mexican Heritage Corporation

With a mission to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region and nationally, MHC both presents and produces a vibrant array of multi-disciplinary arts programs in theatre, dance, and music education and in the visual arts. To learn more about the San Jose Mariachi and Mexican Heritage Festival, and MHC visit www.sjmariachifestival.org and <http://www.mhcviva.org>.