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## **San José Mariachi and Mexican Heritage Festival Announces New Production Leadership**

### **Dan Guerrero, local veterans Join Festival Team**

*San José, CA—February 15, 2010—*The Mexican Heritage Corporation (MHC), producer of the annual San José Mariachi and Mexican Heritage Festival, today announced new additions to the festival's production staff, naming Dan Guerrero as Festival Creative Producer.

On the local level, MHC has added to its team San José event production veterans, including Fil Maresca of Filco as Outdoor Event Production Manager.

In addition, Mr. Guerrero will direct and stage the festival's mariachi gala. The festival also announced a new arrangement with Live Nation to produce the event's second annual rock tribute to Cesar Chavez.

Mr. Guerrero, based in Los Angeles, is a highly acclaimed independent producer of diverse programming for network and cable television and of non-broadcast international arts and culture events at such prestigious venues as the John F. Kennedy Center for the Performing Arts in Washington, D.C., the Dorothy Chandler Pavilion in Los Angeles, the National Hispanic Cultural Center in Albuquerque and the Cité de la Musique in Paris, France.

Guerrero's many live productions include the world premiere of *Concierto para Mendez* for the Los Angeles Opera at the Dorothy Chandler Pavilio;, *Arabesque: Arts of the Arab World* at the Kennedy Center, co-produced with Quincy Jones; and the opening ceremonies for Los Angeles' *Artes de Mexico* Festival with more than 300 musical performers and costumed participants on the steps of Los Angeles City Hall. His many television credits include *El Show de Paul Rodriguez* and PBS' Kennedy Center *Concert of the Americas*. Mr. Guerrero recently co-produced and co-wrote *Lalo Guerrero: The Original Chicano*, an award-winning documentary on his late father, Chicano music icon Lalo Guerrero. The film aired nationally on PBS stations in the *Voces* series hosted by Edward

James Olmos and included a DVD/CD release. It has also screened at national and international Film Festivals including the Turks & Caicos International Film Festival where the film garnered awards for Best Documentary, Best Director and Best Song.

“I’ve known Dan for many years and I’m delighted to be working with him,” stated Festival Artistic Director Linda Ronstadt. “The Festival has grown significantly over the past three years and requires leadership from within our community to both manage and guide its artistic and production growth. We have an excellent team known both locally and nationwide for their work and commitment to the community. We look forward to announcing the artist roster and creative theme for the 2010 festival later this year.”

“The addition of Dan, our new San Jose based staff and the local team from Live Nation provides the festival with outstanding expertise, artistic sensibilities and community knowledge to lead the festival into its third decade,” stated Marcela Davison Aviles, CEO and Executive Producer. “We’re also very pleased to be working with Eric Freedman and his team at Live Nation to produce our second annual rock tribute to Cesar Chavez at the HP Pavilion September 26 and increase our capacity to drive ticket sales, which are a significant portion of our earned revenue.”

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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](http://www.sjmariachifestival.org) and <http://www.mhc viva.org>