

**For Immediate Release**

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**19th Annual San José Mexican Heritage Festival Creates a “Revolutionary” Celebration  
“Who’s Who” of Artists and Activists Join Bay Area’s Annual Epic Destination Event**

2010 Honors Women of the Mexican Revolution and Modern “Soldadera” Dolores Huerta

**San José, California, July 5, 2010**— The Mexican Heritage Corporation (MHC), producer of the largest Latino heritage and music festival in California, announces its 19th Annual San José Mexican Heritage & Mariachi Festival, September 16 – 26, 2010. Featuring an unprecedented roster of artists, musicians, films, and cultural and educational events for the family, the two-week festival will commemorate the 100<sup>th</sup> anniversary of the Mexican Revolution, with a special tribute to civil rights activist and Latino cultural icon, **Dolores Huerta**.

Festival concerts will present iconic Grammy winning artists such as **Los Tigres Del Norte, Mariachi Los Camperos de Nati Cano, Intocable, Ozomatli, Los Tex Maniacs** and Festival favorites **Mariachi Cobre**, and direct from Mexico City **Eugenia Leon**, with **surprise visitors from Los Angeles** to be announced in late summer. The festival will also be the Bay Area premier venue for two eagerly awaited films from Mexican producer **Martin Barajas Llorent** and Bay Area documentarians **Rick Tejada Flores** and **Raymond Telles** and continue its tradition of diverse programming with a special performance of the acclaimed solo show “¡Gaytino!” by **Dan Guerrero**, and an extraordinary art exhibition of the “lost” murals of **Miguel Covarrubias**. For the schedule of events, please visit: [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com).

**Festival Highlights:**

- September 25<sup>th</sup> marks the world premiere of “**¡Adelita! A Musical Adventure of Mexico**” -- a magical theatrical piece created and directed by **Dan Guerrero**, who was named "one of the 25 most powerful Latinos in Hollywood” by Hispanic Magazine. ¡Adelita! conjures a world of love, loyalty, and hope from the battlefields of the Mexican revolution in a production that weaves music, dance, and historic visual projections to create a dazzling theatrical fable. Internationally acclaimed artists from Mexico and the United States are joined by the best and most accomplished *folklorico* dancers of the region and a cast of hundreds of the Festival’s renowned mariachi workshop students in performance. Iconic music of the period and perennial mariachi favorites score the gorgeously choreographed and achingly moving event that continues the Festival’s exploration of multidisciplinary storytelling through original large-scale works. Featuring performances by the Mexico City chanteuse **Eugenia Leon**, and the world class **Mariachi Cobre** and **Mariachi Los Camperos de Nati Cano**, the event will also include a special celebrity tribute to civil rights activist and modern day “Soldadera” Dolores Huerta, who will be in attendance at this performance (also commemorating her 80<sup>th</sup> birthday).
- On September 26<sup>th</sup>, Grammy Award winners **Los Tigres del Norte, Intocable**, and another blockbuster band (to be announced in August) will appear together in **¡REVOLUCIÓN! La Guerra de las Bandas** at San Jose’s HP Pavilion, in the Festival’s second annual music tribute to Cesar Chavez.
- A **FREE** day on September 26<sup>th</sup> of music, art, culture in San Jose’s downtown Plaza de Cesar Chavez featuring United Nations cultural ambassadors **Ozomatli** and direct from San Antonio Grammy winners **Los Tex Maniacs**.

**About the San Jose Mexican Heritage Festival** -- Now in its 19<sup>th</sup> year, the Festival offers a two week schedule of musical, cultural and educational events, drawing over 50,000 people annually. Throughout the years, the Festival has presented a variety of traditional, Latin alternative, pop and regional Mexican headline artists in concert, such as Linda Ronstadt, Aida Cuevas, Juan Gabriel, Marco Antonio Solis, Pepe Aguilar, Los Tigres Del Norte, Los Lobos, Ozomatli, Mariachi Vargas, Mariachi Los Camperos de Nati Cano, Mariachi Cobre, Mariachi Sol de Mexico, and Mariachi International de Guadalajara, as well as local artists and folklorico companies such as Mariachi Azteca, Los Cenzontles, Mariachi Monumental de Juan Reyes, and Los Lupeños de San Jose. The Festival is the cornerstone of Mexican Heritage programming and the largest of its type in the nation. For more information, please visit [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com).