



A NONPROFIT PRODUCER OF EVENTS CELEBRATING MEXICO'S CULTURE AND SHOWCASING MULTICULTURAL ARTS

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**NATIONAL ENDOWMENT FOR THE ARTS ANNOUNCES GRANT TO
MEXICAN HERITAGE CORPORATION**

*\$30,000 grant will support creation of new multi-disciplinary work at the
20TH Anniversary of the San Jose Mexican Heritage and Mariachi Festival*

November 23, 2010—San Jose, California—Rocco Landesman, Chairman of the National Endowment for the Arts, today announced that the Mexican Heritage Corporation, a non-profit presenter and producer of events celebrating and preserving the cultural heritage of Mexico and multi-cultural arts in Silicon Valley, has been approved for a grant of \$30,000, which will support the creation of a new multi-disciplinary production involving music, new media, narrative and dance for the 20th Anniversary of the San Jose Mexican Heritage and Mariachi Festival (“SJMHF”). The work, which will be conceived, staged and directed by the production’s creative director Dan Guerrero, will tell a story of Mexico’s cultural diversity through the artistry of the mariachi. Mexican Heritage is one of 1,057 not-for-profit organizations recommended for a grant as part of the federal agency’s first round of fiscal year 2011 grants. In total, the Arts Endowment will distribute \$26.68 million to support projects nationwide.

An independent agency of the federal government, the National Endowment for the Arts advances artistic excellence, creativity, and innovation for the benefit of individuals and communities. NEA Chairman Rocco Landesman said, “I continue to be impressed with the creative, innovative, and excellent projects brought forward by arts organizations across the country. Our grantees are not only furthering their art forms but also enhancing their neighborhoods by making them more vibrant, livable, and fun.”

“I’m delighted to announce this continuing support from the NEA for our festival and especially for the creation of this new original production from Dan Guerrero, who delivered a superb program for us in



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2010,” stated Marcela Davison Aviles, Executive Producer of the SJMHF. “I know Dan will utilize his consummate gifts to create an original work that illuminates the rich diversity of our common heritage.”

2011 will mark the 20th anniversary of the SJMHF, which is the largest Latino cultural festival of its type in the nation, annually presenting an impressive array of concerts, visual arts, theatre, cinema and community conversations that celebrate and illuminate the heritage of Mexico in the United States. With an economic impact of over \$6 million to San Jose and the Silicon Valley, the festival employs hundreds of artists, craftsmen, crew, educators and vendors and generates outreach and publicity nationally and around the globe. Internationally acclaimed and community based artists share the stage and spotlight in San Jose the last week of September. All net proceeds from their efforts support the music and arts educational programs of the Mexican Heritage Corporation.

The Mexican Heritage Corporation is a non-profit presenter and producer of events celebrating Mexico's culture and showcasing multicultural arts in the region. MHC's signature event, the San Jose Mexican Heritage and Mariachi Festival, celebrates its 20th Anniversary in 2011. For more information visit www.mhcviva.org and www.sjmariachifestival.com.

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government that has awarded more than \$4 billion on projects of artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the National Endowment for the Arts at arts.gov.

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