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**Unprecedented Artist Roster for the
17th Annual San José International Mariachi Festival®**

Presented by:

**El Mexicano Brand Cheeses, KDTV Univision 14 and KFSF TeleFutura
66, Estéreo Sol 98.9/99.1 FM, Recuerdo 100.3 FM, La Kalle 100.7/105.7
FM and KLOK 1170 AM**

**San Jose's Celebration of Mexico's Music, Culture and Cuisine
Moves to Plaza de Cesar Chavez**

September 7-28, 2008

**Special Pre-sale for Gala Mariachi Divas Concert tickets
Be sure to visit our website (www.sanjosemariachifestival.com) on
June 19 to get the special password for this pre-sale opportunity!**

General on sale for Gala mariachi concert tickets is June 20.

**On sale announcement for Los Tigres / Pepe Aguilar
will be announced soon!**

San José, California, June 11, 2008—San José's Mexican Heritage Corporation (MHC), producer of the largest mariachi and Latin music festival in California, continues its traditions of "firsts." MHC today announced an unprecedented artist roster for its signature event: the 17th Annual San José International Mariachi Festival, including: a Gala Concert presenting a history making collaboration by Linda Ronstadt, Lila Downs and Aida Cuevas with Mariachi Los Camperos and Mariachi Cobre in a musical tribute to three giants of the genre – Lola Beltran, Amalia Mendoza and Lucha Reyes.

And for the first time the Festival will present San Jose's own musical giants – Los Tigres del Norte, with Mexican star Pepe Aguilar and El Chapo de Sinaloa in concert September 7 at the HP Pavilion.

Linda Ronstadt's return guest appearance on Saturday, September 27 with artists Lila Downs and Aida Cuevas will be the first time these three great artists come together on any concert stage. The concert, which is a tribute to three divas of mariachi – Lucha Reyes, Amalia Mendosa and

Lola Beltran – will also feature international mariachi stars Los Camperos de Nati Cano and Mariachi Cobre. The tribute to mariachi’s women continues with the debut concert performance in the United States on Sunday September 28 by Las Pioneras, the legendary group of women who pioneered the concept of mariachi “girl groups” in 1950’s Mexico City.

The Festival educational workshops have expanded to include a special “green initiative” workshop on sustainable design with Mexican adobe and straw bale construction and on the art of *el floreo de sogá* – Mexican trick roping. Additional evening concerts are being scheduled and more information will be distributed when artists are confirmed.

This year’s San José International Mariachi Festival --- a celebration of Mexico’s music, culture and cuisine---is presented by El Mexicano Brand Cheeses, KDTV Univision 14 and Telefutera 66, and Estéreo Sol 98.9/99.1 FM, Recuerdo 100.3 FM, La Kalle 100.7/105.7 FM and KLOK 1170 AM. The Festival is the largest of its kind in the United States.

"We at Marquez Brothers Entertainment and El Mexicano brand cheeses are proud to present 'The Rodeo of the Decade' with Los Tigres del Norte, Pepe Aguilar and El Chapo de Sinaloa to open the Festival. We can't think of a better way to kick off the festivities this year," stated Gustavo Marquez, President of Marquez Brothers International. "El Mexicano brand products will support the month long festivities and we invite all families to attend these entertaining and culturally rich events."

The cuisine at Sunday’s Festival will include traditional, as well as trendy, Mexican food prepared by the kitchen of Bay Area and San Jose restaurateurs Eduardo and Sylvia Rallo. The owners of Consuelo’s Bistro, Jardin, Roux and Thea, all in Santana Row in San José, and Colibri in San Francisco, the Rallos will be the exclusive purveyors of the international flavors in the food pavilion. Not unlike the New Orleans Jazz and Heritage Festival, the food selections will be juried.

“Univision is delighted to partner with the 2008 San José International Mariachi Festival to present and promote this historical collaboration of three contemporary superstars in tribute to three legends of Mexico’s music,” stated Marcela Medina, Vice President and General Manager of KDTV Univision 14 in San Francisco. “The festival is the major Latin music event in California, blending headline talent, traditional Mariachi and Latin alternative music with educational workshops and conferences. We look forward to showcasing these wonderful attractions to our audience.”

Festival “Balazos”:

- **Month long celebration of Mexico’s music, culture, cuisine and education**
- **San Jose’s Los Tigres Del Norte Headline Opening Concert**
- **Tribute to the Divas of Mariachi Highlights Gala Concert**
- **Festival Green Initiative Features New Workshops**
- **Legendary “Las Pioneras” to Appear Direct from Mexico City**

Festival Highlights Include:

- September 7** **Los Tigres Del Norte and Pepe Aguilar will co-headline with El Chapo de Sinaloa**—Evening concert at the HP Pavilion, downtown San Jose. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com. Special ticket offers available at www.sanjosemariachifestival.com.
- September 21** **Mariachi Day at the Children’s Discovery Museum**—All day family fun at one of the nation’s premiere hands-on children’s museums including mariachi music and dance performances, workshops, arts & crafts and much more. Featuring a special presentation of children’s music and Pee Wee Mariachi classes. Admission is FREE. www.cdm.org
- September 24** **One day conference for music educators, mariachi fans and the general public on the women pioneers of mariachi**, with a special appearance by Las Pioneras, the groundbreaking women who pioneered “all-girl” mariachi bands in Mexico. 10:00 am – 3:00 pm, Wyndham Hotel, 1350 North First Street, San José, CA.
- September 25-26** **Adobe and straw bale construction workshop**, Peralta Adobe, 175 West Saint John Street, San José, CA, 10:00 am – 5:00 pm. Taught by Bill and Athena Steen, internationally respected adobe and straw bale builders and educators. Drop by any time to watch the Steens' construction techniques in action. <http://www.caneloproject.com/>
- September 25-27** **Education Workshops: Mariachi Music and Dance**, Wyndham Hotel, 1350 North First Street, San José, CA.
More than 400 students from all over the U.S. will attend three days of master class instruction in mariachi and ballet folklórico with Mariachi Cobre and ballet folklórico maestros Maria Luisa Colmenares and Jose Tena. To register visit www.sanjosemariachifestival.com and fill out the online registration form.
- September 25** **Education Workshops: Mariachi for Beginners**, Theatre on San Pedro Square, 10:00 a.m.
Workshop students can opt to attend this special demonstration workshop with Eugene Rodriguez, Music Director of the international Mexican music group Los Cenzontles. To register visit www.sanjosemariachifestival.com and fill out the online registration form.
- September 25** **Student Showcase Concert**. Theatre on San Pedro Square, 7:00-9:00pm. Students attending the Education Workshops have a chance to show their stuff. Admission is FREE and open to the public. Space is limited.

September 26

Ersi Arvizu and her All Star Big Band including Ry Cooder, Joey Navarro and The Sisters with San José's own Mariachi Azteca

Montgomery Theater, 8:00 pm

271 S. Market Street, San Jose, CA 95110

For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com.

September 27

Downtown Mariachi. Some of the best local mariachis and folkloric dancers in the bay area will perform at various hotels and restaurants all around downtown San José. Stop in for great food, great ambience, and great mariachi music.

San Jose Marriott

301 South Market Street, San Jose, California 95113

11:00 am – 11:30 am Mariachi Colima

12:30 pm – 1:00 pm Mariachi San Jose

1:00 pm – 1:30 pm Mariachi Alma

2:00 pm – 2:30 pm Mariachi Alma

Crowne Plaza

282 Almaden Blvd., San Jose, CA 95113

5:00 pm – 5:30 pm Mariachi Azteca

6:00 pm – 6:30 pm Mariachi Alma

Gordon Biersch

33 East San Fernando Street, San Jose, CA 95113

12:00 noon – 12:30 pm Mariachi Colima

1:30 pm – 2:00 pm Mariachi San Jose

Smoke Tiki Lounge

152 Post Street, San Jose, Ca. 95113

12:00 noon – 12:30 pm Mariachi Alma

1:00 pm – 1:30 pm Mariachi Colima

2:30 pm – 3:00 pm Mariachi San Jose

4:00 pm – 4:30 pm Mariachi Azteca

September 27

Noche de Serenata Gala Concert, San José State Event Center, 8:00 p.m. Linda Ronstadt, Lila Downs and Aida Cuevas perform with Mariachi Los Camperos de Nati Cano, Mariachi Cobre, and MHC's own Los Lupeños de San José. For tickets, call Ticketmaster at (408) 998-TIXS or (415) 421-TIXS or visit www.ticketmaster.com.

September 28

Feria del Mariachi at downtown San José's Plaza de Cesar Chavez on Sunday, September 28, 9:00 am (Mariachi Mass) and festival 11:00 am-7:00 pm. Outdoor music and community festival with music and dance, food and family activities. Admission is \$10 for ages 13+. Children 12 and under are FREE. Tickets will be sold at Plaza de Cesar Chavez Feria del Mariachi entrances.

Floreo de sogá workshop presented by Los Hermanos Escamilla at the outdoor festival.

The outdoor festival will showcase different genres of Latin music and will feature Lila Downs, Los Cenzontles, Quetzal, Los Pinguos, and traditional Mariachi music and dance including, at the El Mexicano Main Stage, performances by Mariachi Los Camperos de Nati Cano, Mariachi Azteca, Los Lupenos de San José, Mariachi Las Pioneras, Mariachi Ellas Son, Mariachi Internacional Guadalajara, and a GRAND FINALE WITH ALL MARIACHI.

Main Stage

9:30 am – 10:30 am	Mariachi Mass - Mariachi Chula Vista
10:00 am – 11:30 am	Mariachi San Jose
11:10 am – 11:50 am	Mariachi Tradicional de Nayarit
12:00 noon – 12:40 pm	Mariachi Azteca
12:50 pm – 1:20 pm	Mariachi Chula Vista
1:35 pm – 2:20 pm	Mariachi Ellas Son
2:35 pm – 3:00 pm	Los Lupeños de San Jose
3:30 pm – 4:00 pm	Mariachi Las Pioneras
4:15 pm – 5:00 pm	Los Hermanos Escamilla
5:15 pm – 6:00 pm	Mariachi International
6:15 pm – 7:00 pm	Mariachi Los Camperos de Nati Cano
7:00 pm – 7:15 pm	Final song

Alternative Latin Stage

11:00 am – 12:00 noon	Los Cenzontles
12:15 pm – 1:15 pm	Los Pinguos
1:20 pm – 2:20 pm	Santa Cruz River Band
2:40 pm – 3:40 pm	Quetzal
4:10 pm – 5:20 pm	Pistolera
5:45 pm – 7:15 pm	Lila Downs

Unless otherwise noted all artists are confirmed. However, all artists are subject to change or cancellation.

“The festival schedule and artist roster provides something for everyone – for fans of contemporary music, traditional music, and families – Linda Ronstadt, Aida Cuevas and Lila Downs will be performing together for the first time and our presentation of Los Tigres Del Norte and the legendary ladies of Las Pioneras will provide for the most memorable festival in our history,” said Marcela Davison Aviles, Executive Producer of the Festival and President and CEO of the Mexican Heritage Corporation. “We are also thrilled to partner with El Mexicano Brand Cheeses this year to present these fabulous artists on our stages in the heart of San Jose’s beautiful downtown at Plaza de Cesar Chavez.”

For more information on The 17th Annual San José International Mariachi Festival visit www.sanjosemariachifestival.com.

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About the San Jose Mariachi and Mexican Heritage Festival

Now in its 17th year, the San Jose Mariachi and Mexican Heritage Festival offers a month-long schedule of music, 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, Los Lobos, Ozomatli, Mariachi Vargas, Mariachi

Los Camperos de Nati Cano, Mariachi Cobre, 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.

During the Festival educational music and dance-master classes are offered by internationally renowned mariachis and maestros of ballet folklorico. The Festival closes with an outdoor *feria*, featuring music, arts, cultural activities and food in a celebration of Mexican heritage and cuisine.

About the Mexican Heritage Corporation

The Mexican Heritage Corporation of San Jose exists to affirm, celebrate and preserve Mexico's rich cultural heritage and to showcase multicultural visual and performing arts and cultural events. MHC realizes its mission with a multi-disciplinary education and artistic program that celebrates Mexican culture and illuminates and explores the diversity within Mexico, the influence of Mexican culture on other communities worldwide and that of international and indigenous communities on the culture of Mexico, through the visual, performing and media arts. Our educational programming fosters and illuminates the passionate cadence of Mexican music, the complexity of Mexico's multi-ethnic history and diversity, and the unique contributions of a culture that both literally and figuratively forms the underlying architecture of present day American life. MHC is a non-profit resident arts partner of the Mexican Heritage Plaza, the largest Latino cultural center in California. Nearly 200,000 people enjoy MHC programs annually. MHC programming is presented at the Plaza, in schools and at museums and community centers in San Jose.