

Contact: Jill Arnone  
The Arnone Group  
Office: (408) 298 8905  
Cell: (408) 315 5121  
[jilla@thearnonegroup.com](mailto:jilla@thearnonegroup.com)

FOR IMMEDIATE RELEASE:

## **“Eat, Sleep and Be Mariachi”**

### **Spend the Weekend in San José With The 17<sup>th</sup> Annual San José International Mariachi and Latin Music Festival**

#### **Save on great hotel discounts this September!**

*San José, CA --- July 10, 2008 ---* “Eat, Sleep and Be Mariachi” --- with the San José International Mariachi and Latin Music Festival, that is. Mexican Heritage Corporation and Team San José have partnered on weekend travel packages that will make people yell “Bravo!” The 17<sup>th</sup> Annual Festival celebrates Mexico’s music, culture and cuisine and features an unprecedented lineup of artists and travel discounts.

For the weekend of September 26 – 28, families can take advantage of special festival rates at several San Jose hotels as well as a special festival commemorative poster giveaway. The festival’s web site at [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com) makes it easy for visitors to search affordable hotel room rates and purchase tickets to the several concerts and festivities during the month of September.

San José’s International Mariachi Festival September 27-28 -- the largest in the country -- features top stars such as Aida Cuevas, Mariachi Los Camperos, Pepe Aguilar, Mariachi Cobre, Lila Downs, Mariachi Internacional de Guadalajara, Linda Ronstadt and Los Tigres Del Norte.

“This is an unbelievable opportunity for families to have a ‘staycation’ close to home or get away for a romantic weekend filled with music, food and fun,” said Marcela Davison Aviles, President & CEO of Mexican Heritage Corporation. “The special festival rates we have negotiated with San Jose’s finest hotels make the 17<sup>th</sup> Annual Festival very accessible and affordable to everyone in northern California.”

As part of the “Eat, Sleep and Be Mariachi” promotion, a complimentary HISTORIC commemorative festival poster will be provided to travelers who book their hotel rooms online at [www.sanjosemariachifestival.com](http://www.sanjosemariachifestival.com) .

“Promoting signature events such as the San Jose International Mariachi Festival is a great way to boost tourism and elevate the San Jose brand, especially in key Hispanic markets,” said Dan Fenton, president & CEO of the San Jose Convention & Visitors Bureau. “The CVB as a festival sponsor and festival organizers have created these travel promotions to make it even more attractive and accessible for consumers who love Hispanic cultural events and want to stay and play in San José.”

Check out [sanjosemariachifestival.com](http://sanjosemariachifestival.com) for a special “Eat, Sleep and Be Mariachi” weekend package.

“Families and music lovers can experience the heritage and culture that makes San José one of the most diverse cities in America,” added Davison Aviles.

###

**About the San José International Mariachi and Latin Music Festival:**

The San José International Mariachi Festival, now in its 17<sup>th</sup> year, has experienced measured growth in terms of attendance and revenue in the past three years and is now the largest festival of its kind in the nation, headquartered in San José (the nation’s tenth largest city) and centrally located in Northern California, which is the fourth largest US Latino consumer market. The Festival annually presents an array of educational workshops, indoor concert events and outdoor music and cultural family activities in downtown San José. Festival revenue supports the Heritage Corporation’s music and dance education programs, which are taught in San Jose public schools, the Mexican Heritage Plaza, Children’s Discovery Museum and local community centers.

**About The San Jose Convention & Visitors Bureau (SJCVB)**

The San Jose Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San Jose by marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San Jose. To receive a copy of the Bureau’s Meeting Planning Guide or Official Visitors Guide, contact the SJCVB at 1-800-SAN-JOSE (1-800-726-5673) or visit [www.sanjose.org](http://www.sanjose.org).