



**2007**

**FIFTH ANNUAL FIESTA TO TAKE PLACE ON SATURDAY, OCTOBER 20**

---

**FOR IMMEDIATE RELEASE  
Monday, October 1, 2007**

**Contact: Teresa Zúñiga Odom 205-257-3529**

---

**Birmingham, AL** -- The 5<sup>th</sup> anniversary celebration of Fiesta, Birmingham's premiere celebration of Hispanic culture and heritage, will be held in Linn Park on Saturday, October 20<sup>th</sup> from 12 noon until 8:00 p.m., announced Teresa Zúñiga Odom, President of Fiesta. Fiesta's mission is to educate the public about the many different Hispanic countries and cultures through the best of Hispanic art, music, food, and dance.

"We are thrilled to be celebrating five years of Fiesta, an annual event that the Birmingham community has truly embraced since it began in 2003," states Odom. Attendance has grown steadily each year reaching 16,000 attendees in 2006. Fiesta's fifth anniversary celebration is sure to draw close to 20,000 patrons. Odom adds, "Fiesta 2007 gives our community a chance to sample the many flavors of Latin America through the music, art, food, culture, pastimes and people. It continues to showcase what Birmingham can provide to its community in terms of multiculturalism, sensitivity and acceptance."

"The Music of our People" is always a highlight. And according to Elisa Gonzalez-Rubio, Entertainment Chair, "The flavor of music in any Latin American country is diverse, and this year's Fiesta line-up promises something for everyone." The Coca-Cola / McDonald's Main Stage will feature a variety of Hispanic music styles ranging from cumbia, tropical, duranguense and pop. Telenovela actor Victor Noriega will play host on the Main Stage. Featured entertainment will include Cuban Ensemble who will host a music workshop in the Cultural Village, the tropical music of Taboga, and the duranguense music of Cortez de la Sierra. In addition, the all female band La Conquista returns to perform their unique blend of cumbia, rap and reggaetón. The final act of the evening will feature the pop and ballad music of Latin GRAMMY award nominee, Anaís.

"The Expressions of our People" will be colorfully visible at The Alabama Power Arts Village, located outside the Birmingham Museum of Art. The Arts Village will host a variety of appealing activities for kids of all ages. This year the Arts Village will draw from the Museum's Pompeii exhibit and volcanoes will take center stage. "Families will be able to sculpt or paint their own version of one of Mexico's twenty-two volcanoes in a project called the Trans-Mexican Volcanic Competition," said Arts Village Chair, Teresa Zúñiga Odom. Balloon sculptures, face painting and other festive activities will be available as well. "Children will also love the archeological dig where they will discover prizes and other treasures," adds Suzy Harris, Arts Village Co-Chair.

The Wal-Mart Cultural Village, located in Linn Park, will showcase approximately 20 Latin American countries. Local volunteers from represented countries have teamed up to create a collection of country-specific interactive educational and cultural exhibits. The central theme for this year's Cultural Village is "The Sound of Our People." According to Luis Fernandez, Cultural Village Chair, "Latinos love to entertain, and the Cultural Village is a perfect stage for us to showcase our love of music." The village also features a stage where different local acts will perform. Birmingham area school children will also be on hand to bring their thoughts and performances on what Hispanic/Latino culture means to them. A traditional domino tournament will also be a focal point at the village and will include prizes.

-more-

New to Fiesta this year is the "Tell-a-bration" Storytelling Village which will highlight "The Stories of our People." Located outside the Linn Henley Library, this village is a collaboration between the Birmingham Public Library and the Literacy Council of Alabama and will focus on the interactive performance art form of storytelling. Featured in the village will be Antonio Sacre, award winning solo performer, storyteller and author who has been delighting audiences since 1993 with his touching and humorous bilingual stories, challenging solo theatrical performance and children's books and tapes.

"The Vitality of our People" is highlighted in the Health & Wellness Village. "Each year, we strive to provide attendees with an array of educational materials to help them assess their medical needs," said Health & Wellness Village Chair Edwina Taylor. The goal of the village is to help familiarize guests, both Hispanic and non-Hispanic, with the medical options and resources available to them in Birmingham and surrounding areas. New to the village this year is the Jefferson County Health Department's mobile dental screening unit.

"The Friends of our People" are featured in The City of Birmingham Community Village which will showcase not-for-profit organizations who wish to educate attendees about the benefits and resources they offer. Local businesses will be on hand to promote their products and services with patrons. In addition, there will be a job fair where companies will provide information and materials to attract prospective associates.

"The Pastime of our People" returns to Fiesta at The Alabama Youth Soccer Fútbol Village. According to Soccer Chair and AYSA Director of Coaching, Scott Spencer, "Patrons will experience soccer at its best right in the heart of Birmingham." An exciting youth "3 on 3" tournament will be played throughout the day and is sure to delight soccer fans of all ages. And directors from the Monterey Professional Soccer Club in Mexico will be on site to meet attendees and discuss their youth program.

Fiesta attendees will be treated to a special appearance this year by one of Mexico's greatest *luchadores*, Blue Demon Jr., the son of legendary lucha libre and film star, Blue Demon. Fans will have the opportunity to meet Blue Demon Jr. and sample Full Throttle Blue Demon, a product of Coca Cola, one of Fiesta's presenting sponsors. In addition, Wrestle Birmingham will bring wrestling stars Antonio Garza, Amien Rios, LAX, Tito Santana to Fiesta to challenge the great Blue Demon Jr. You won't want to miss the excitement or a chance to get their autographs!

"The Flavors of our People" are diverse and more than just chips and salsa. The Multicultural Food Village will enable patrons to purchase cuisine from different vendors to satisfy tastes ranging from authentic Hispanic food to hamburgers and hot dogs. Coca-Cola products and other beverages will also be available.

Admission to Fiesta is free; however, donations to the Fiesta scholarship fund are encouraged at the entrance gates. By year end, Fiesta will have awarded approximately \$30,000 in scholarships from the Fiesta scholarship fund to assist outstanding Hispanic students in pursuing their educational careers at local Alabama Colleges and Universities.

Fiesta is free to the public due to the generous support it receives from its corporate sponsors. Presenting Sponsors include Alabama Power, Coca-Cola, McDonald's, Wal-Mart, and the City of Birmingham. Fiesta is made possible, in part, by the Jefferson County Commission through the Jefferson County Community Arts Fund administered by the Cultural Alliance of Greater Birmingham. For information about sponsoring Fiesta, please contact Stacy Kimbrough at 205-324-6881, ext. 103 or visit our website at [www.fiestahbc.com](http://www.fiestahbc.com)

**About Fiesta, Inc.** - Fiesta, Inc. is a 501(c)3 not-for-profit organization created by the Hispanic Business Council of the Birmingham Regional Chamber of Commerce. The mission of Fiesta is "to organize and manage a yearly festival that celebrates and educates the public on the diverse cultures within the Hispanic community in Alabama." The Fiesta Board is made up primarily of Hispanic professionals from across the metro Birmingham area. The Board is comprised of Teresa Zúñiga Odom, Mike Suco, Phil Sandoval, Sigfredo Rubio, Luis Fernandez, Elisa Gonzalez-Rubio, Britt Wood and Jamika Kirk.