



2009

**BIRMINGHAM CELEBRATES THE 7TH ANNUAL FIESTA
IN LINN PARK ON SATURDAY, OCTOBER 17**

**FOR IMMEDIATE RELEASE
Monday, September 21, 2009**

**Contact: Teresa Zúñiga Odom 205-257-3529
Website: www.fiestahbc.com**

Birmingham, AL -- The 7th annual FIESTA, Birmingham's premiere celebration of Hispanic culture and heritage, will be held in Linn Park on Saturday, October 17th from 12:00 p.m. until 7:00 p.m., announced Luis Fernandez, 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.

"Fiesta continues to be a much anticipated event in the greater Birmingham community each October, drawing a wide audience and reconnecting friends from across the state," states Fernandez. Attendance for last year's anniversary celebration drew approximately 20,000 patrons, and event planners anticipate a similar draw this year. "This family oriented event showcases Alabama's diverse Latin American community and weaves a cultural story throughout the various villages that are featured," adds Fernandez. "It continues to highlight what Birmingham can provide to its community in terms of multiculturalism, sensitivity and acceptance."

The Coca-Cola / McDonald's Main Stage will be home to a number of engaging acts throughout the day. The main stage will feature music styles ranging from vallenato tropical, salsa, bachata, merengue, conjunto, norteño and cumbia. Confirmed acts include Group Vallenato, Latin Sound, Hometown Boys and Colombian DJ Ivan Correa. The final act of the evening will feature the Las 3 Divas, a trio of Texas based Tejano singers comprised of Shelly Lares, Elida Reyna and Stefani Montiel. These three accomplished artists joined forces in 2005 to create this group and produce their first album. Their collaboration was so successful that it led to a tour throughout the country including Alaska and on to Japan. The main stage will also feature Master of Ceremonies, Atlanta DJ, Ricardo Cordova.

The Fiesta Arts Village, located outside the Birmingham Museum of Art, will host an array of engaging activities for children of all ages. The museum's family mascot, Bart the Art Bat from Panama, will make a return visit this year. In addition, children can help make balloon sculptures, enjoy face painting and participate in other artistic activities.

The 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. Birmingham-area school children will contribute to the village through art and other exhibits describing Hispanic/Latino culture.

-more-

The Storytelling “Tell-a-bration” Village will this year feature local talent who will delight children of all ages with their stories. Located next to the Birmingham Museum of Art, this village is sponsored by the Birmingham Public Library and focuses on the interactive performance art form of storytelling. Additional educational, arts and craft activities will be featured in this village throughout the day making this area of Fiesta a true children’s attraction. And students from UAB’s Manos Juntas organization play a vital part of this village by interacting and reading with the children in English and Spanish.

The Health & Wellness Village provides attendees with an array of educational materials to help them assess their medical needs. According to 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 the surrounding areas.

The ESOL Village is the newest feature to Fiesta this year. The purpose of this new village is to bring together community ESOL providers and allow them to showcase their programs to potential learners as well as the general community. This is a true outreach effort being lead by Theresa Sterling of The Literacy Council. “The creation of this village is beneficial because it gives learners the opportunity to make that first and most critical contact with a program in our region,” said Sterling. It will also foster professional sharing among the programs and help improve services to learners.

The City of Birmingham Community Village will showcase not-for-profit organizations who wish to educate attendees about the benefits and resources they offer. Local businesses will also be on hand to promote their products and services.

The Alabama Youth Soccer Fútbol Village will allow patrons to experience soccer at its best, right in the heart of downtown Birmingham, according to Soccer Chair and AYSA Director of Coaching, Scott Spencer. Exciting youth “3 on 3” tournaments will be played throughout the afternoon with winners being announced on the main stage. This high energy village will delight soccer fans of all ages.

The Multicultural Food Village will feature much more than chips and salsa. Patrons will be able to purchase authentic Hispanic cuisine such as Cuban sandwiches, Mexican pork tacos and steak quesadillas, and other Hispanic specialties. Hamburgers, hot dogs, snow cones and other more traditional festival food will also be available.

A donation of \$5 at the gate will support the Fiesta Scholarship Fund. These donations are encouraged so that Fiesta can continue to award scholarships to assist outstanding Hispanic students in pursuing their educations at local Alabama Colleges and Universities. To date, Fiesta has awarded approximately \$50,000 in scholarships.

Fiesta is made possible due to the generous support it receives from its corporate sponsors. Presenting Sponsors include Coca-Cola, McDonald’s, and the City of Birmingham. Other sponsors include O’Reilly Auto Parts, BBVA Compass Bank, Blue Cross and Blue Shield of Alabama, State Farm Insurance, Dr. Bertha Dieguez-Marino, the Birmingham Museum of Art, *Birmingham Weekly*, Alabama Youth Soccer, HOLA Latino, Zeekee Interactive, the Hispanic Business Council and the Birmingham Business Alliance. For information about sponsoring Fiesta, please contact Stacy Kimbrough at 205-324-6881, ext. 103 or visit our website at 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 and Alison Howell.