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## **24<sup>th</sup> Annual Cinco de Mayo Festival is Set to Spice up Portland**

Guadalajara Pavilion, Quinceañera Fashion Show among new family-fun features

PORTLAND, Ore. – April 3, 2008 – Today, the Portland Guadalajara Sister City Association (PGSCA) announced key activities for the 24<sup>th</sup> Annual Cinco de Mayo Fiesta ([www.cincodemayo.org](http://www.cincodemayo.org)). The festival, the first of the season at Portland's Tom McCall Waterfront Park – and the non-profit PGSCA's largest annual fundraiser – will take place Friday, May 2 through Monday, May 5, and is expected to attract more than 300,000 attendees.

In a first-ever Cinco event, the PGSCA will host a Quinceañera Fashion Show (date and time soon to be announced). The show, hosted by Arnett's LaBoutique ([www.arnettslaboutique.com](http://www.arnettslaboutique.com)), will feature young, local models sporting a variety of fashions straight from Mexico and designed specifically for the Quinceañera, a Mexican right-of-passage celebration for teen girls. Event attendees can also now choose from four stages of entertainment throughout the Fiesta with the addition of the new Guadalajara Pavilion. In addition to live performances, the Pavilion will also have a number of booths and installations focusing on business and tourism exchange between our two cities, and highlighting many projects by the PGSCA in Guadalajara.

The sounds of Tejano-style headliners The Malandrines will heat up the Main Stage on Friday, May 2, and Mexican pop star Marilyn Fernandez headlines on Sat. May 3. Favorite activities include the Fireworks Spectacular at 9:45 p.m. on Friday, May 2, as well as the Funtastic Carnival and dozens of booths featuring authentic Mexican food and crafts, open throughout the four day festival.

Other events include an official ribbon-cutting by Portland Mayor Tom Potter and Presidente Municipal de Guadalajara Dr. Alfonso Petersen Ferah on Friday, May 2 (10 a.m.), followed by the annual naturalization ceremony (12:00 p.m.) co-sponsored by the PGSCA and U.S. Citizenship

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and Immigration Services, which will welcome more than 50 new U.S. citizens. The Traditional Mariachi Mass, accompanied by Guadalajara's Grupo Folklórico, will take place Sunday, May 4 (10:00 a.m.), and is open to all denominations.

The PGSCA will once again sponsor more than 3,000 regional elementary and middle-school students for special, educational assemblies. Throughout the Fiesta, the Plaza de Niños, or Children's Plaza, will provide hands-on crafts and art opportunities, entertainment by magicians, balloon artists and clowns, face painters and the traditional breaking of candy-filled piñatas.

The Cinco de Mayo Festival is one of many cultural, economic and educational activities officiated by the PGSCA, which celebrates its 25<sup>th</sup> anniversary this year. The association completed Phase One of "Jardin Portland" in Guadalajara in February with the unveiling of two rose gardens that symbolize the connection between the two "Rose Cities." A tax-deductible donation through the "Rose in Guadalajara" fundraiser documents a donor's dedication to sharing our region's environmental best-practices. For more information, please visit [www.jardinportland.com](http://www.jardinportland.com).

Hours for this year's Cinco Fiesta are 11 a.m. to 11:30 p.m. daily. Admission prices are \$8 for adults and \$2 for kids 4-11 yrs. Admission is free all day Friday before 2 p.m. and throughout the Fiesta for children 3 yrs. or younger. For up-to-date information, visit [www.cincodemayo.org](http://www.cincodemayo.org).

Sponsors for the 2008 Cinco de Mayo Fiesta include: American Family Insurance, Cacique, Columbia Distributing Company, Funtastic Traveling Shows, Noticias Latinas/Latin News and the Hispanic Telephone Directory, Mexicana Airlines, NW Natural, OregonLive.com, Portland State University, Qwest, State Farm Insurance, Tri-Met and Vive Cuervo.

### **About the Portland Guadalajara Sister City Association**

The Portland Guadalajara Sister City Association (PGSCA) is a non-profit organization dedicated to creating and strengthening partnerships and fostering goodwill between the City of Portland and the City of Guadalajara. PGSCA achieves this endeavor through on-going cultural, educational, and economic development initiatives. For more about the award-winning Portland-Guadalajara Sister City Association and its many programs and annual activities, visit [www.pgscacom](http://www.pgscacom).

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