

**Location:** School of Arts & Culture at the Mexican Heritage Plaza  
1700 Alum Rock Ave. San Jose, CA 95116

**Date:** July 28 and 29, 2023 | **Time:** 6:00 p.m. to 10:00 p.m.

**Eventbrite link:** <https://fdm2023.eventbrite.com>

**Facebook link:** <https://www.facebook.com/events/795984341778788>

## FOR IMMEDIATE RELEASE

### **SOAC launches its event season with Fiesta del Mariachi in East San José #VivaEnjoyCelebrateLaPlaza #FiestaDelMariachi**

SAN JOSÉ, CA – Following the successful debut of Fiesta del Mariachi (FDM), the School of Arts and Culture at MHP (SOAC) is hosting its second annual celebration of regional Mexican music on July 28 and 29 at the Mexican Heritage Plaza (La Plaza). The festivities begin with an immersive day-and-a-half youth workshop led by Mariachi Tapatio's Musical Director, Manuel Caratachea, and a public Saturday concert. Mariachi Reyna de Los Ángeles, America's first all-female mariachi ensemble, headlines FDM in the heart of East San José. The inspiring group transmits its vocal power and pride through a strong and lively musical repertoire.

Choose from eight classes led by mariachi maestros; participants must be at least 12 years of age and have three years of instrument experience. Registration is \$100, and limited financial aid is available. SOAC is dedicated to empowering its community by providing a space for accessible events, educational programs, and promoting local artists and arts organizations.

Fiesta del Mariachi is brought to you by the School of Arts and Culture at MHP and is presented by the [Office of Councilmember Peter Ortiz](#) and the [Indian Health Center of Santa Clara Valley](#), and made possible by [Destination: Home](#), [Google](#), [National Endowment for the Arts \(NEA\)](#), [Alpha Public Schools](#), [BluSky Restoration Contractors LLC](#), [CA Bank of Commerce](#), [Excite Credit Union](#), [On Lok PACE](#), [Rocketship Public Schools](#), [Office of Councilmember Bien Doan](#), [Office of Councilmember Omar Torres](#), [Office of Councilmember David Cohen](#), [Charcoalblue](#), [Office of Councilmember Domingo Candelas](#), and [Office of Councilmember Dev Davis](#).

#### **Workshop**

Led by mariachi legend Manuel Caratachea, Mariachi Tapatio's musical director returns to contribute over 40 years of experience to youth musicians. For a day-and-a-half, the workshop will focus on the following instruments: violin, trumpet, guitar, vihuela, and guitarron, as well as vocals. Registered students will also receive free entry to Saturday evening's mariachi concert, which will also include an interactive Q&A session with America's first all-female mariachi ensemble, Reyna de Los Ángeles. La Plaza will provide lunch to students and instructors on both days. [Online Registration](#)

#### **Concert**

Join us on Saturday, July 29, for the best mariachi showcase featuring Mariachi Reyna De Los Ángeles, San José's very own Mariachi Azteca, and Mexico Mariachi de Gilroy. The workshop participants will perform during the concert to showcase all they've learned.

**Premium Adult (12+) \$60 | GA (12+) \$40 | Premium Youth (11 and under) \$30 | GA Youth (11 and under) \$5**

## **About the performers**

### **[Mariachi Reyna De Los Angeles](#)**

Established in 1994, the group had a strong beginning thanks to the mentorship of Lola Bertran of La Reina de La Música Ranchera. In these early days, Maestro José Hernández saw the potential in this all-female ensemble and fostered the development of the group. Reyna de Los Ángeles® has since gone on to record three albums, share the stage with world-renowned musicians like Vicki Carr, Guadalupe Pineda, and Lucha Villa, and perform for some of the world's highest-profile celebrities, including Tom Cruise, Oprah Winfrey, and Barack and Michelle Obama.

### **[Mariachi Azteca](#)**

Now in its 41st year of existence, serenading the Bay Area since 1981, it is no surprise that Mariachi Azteca has earned the reputation of Northern California's finest mariachi. Under the direction of Juan Francisco "Pato" Diaz, Mariachi Azteca has shared the stage with some of Mexico's greatest Mariachi groups and artists, including Mariachi Vargas De Tecalitlán, Mariachi Cobre and Juan Gabriel. Toda Una Tradición en San José!

### **[Mariachi Mexico de Gilroy](#)**

Mariachi Mexico de Gilroy is a mariachi ensemble composed of 12 talented musicians from Gilroy, Hollister, and San José. These musicians started their music career at a young age, ranging from 12 to 21, from middle school, high school, and a couple of college students. The support they've received from their loving families made it possible for them to find and hire a music instructor, attend private classes, and purchase mariachi suits with money they earned from playing at private events. This talented ensemble of young musicians practice under Musical Directors Manuel Caratachea of Mariachi Tapatio and Oscar Ortega of Mariachi Vargas de Tecalitlan. Their grassroots efforts have landed opportunities to share the stage with renowned mariachis such as Mariachi Estrella de Mexico and Mariachi Vargas de Tecalitlan.

### **[Manuel Caratachea](#)**

Musical Director Manuel Caratachea brings more than 40 years of musical experience to Mariachi Tapatio and, under his direction, has solidified Mariachi Tapatio's reputation as one of the best groups in the Bay Area. Some of Manuel's personal achievements include touring with world-renowned groups worldwide and serving as a mentor for current Mariachi Vargas members such as Oscar Ortega. He remains inspired by relishing the opportunity to share his vast knowledge with students through private lessons and those who participate in Felipe Garcia's Mariachi Academy.

## **About the School of Arts and Culture at MHP**

The School of Arts and Culture at MHP (SOAC) is a vibrant cultural institution in East San José. Founded in 2011, SOAC activates a vital local asset – the Mexican Heritage Plaza (La Plaza), a 6-acre, city-owned facility with an expansive plaza and theater. Annually, La Plaza hosts over 150,000 people through its core programming. Its mission is to catalyze creativity and empower community. They do this by uplifting East San José's rich diversity through authentic place keeping and relevant multicultural productions.

## **About Kooltura Marketing**

Based in San José, California, Kooltura Marketing specializes in multicultural marketing, helping clients reach audiences of a specific ethnicity, culture, and subculture through a grassroots approach strategy. Kooltura leads the marketing and outreach efforts on behalf of the School of Arts and Culture at MHP.