

School of Arts & Culture  
Mexican Heritage Plaza

**\*\*\*PRESS RELEASE\*\*\***

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**Location:** Mexican Heritage Plaza  
1700 Alum Rock Ave., San José, CA 95116  
**Dates:** July 22 & 23, 2022

**FOR IMMEDIATE RELEASE**

**SOAC announces inaugural Fiesta del Mariachi in East San José  
#LaPlazaEs #FiestaDelMariachi**

SAN JOSÉ, CA – On July 22 and 23, the School of Arts and Culture at MHP (SOAC) will host its inaugural Fiesta del Mariachi. This two-day event aims to share the art of mariachi customs and traditions through music workshops for youth and a concert series for community members. Nydia Rojas and Lupita Infante – two powerful women with booming voices in the mariachi world – will headline the outdoor concert.

Fiesta del Mariachi is a community-friendly event that inspires families to gather and celebrate San José's Mexican heritage through mariachi music. Workshop participants must be at least 12 years of age with three years of experience in their instrument. Registration is \$80.00, and limited financial aid is available. SOAC continues its commitment to serve as an arts and cultural hub in East San José, hosting community events and educational programs that promote local artists and arts organizations.

**Workshop**

Manuel Caratachea, musical director of Mariachi Tapatio, will lead the workshop direction and has more than 40 years of mariachi experience. The workshop will span over a day and a half focusing on the following instruments: violin, trumpet, guitar, vihuela, guitarron, and harp, as well as vocals. Lunch will be provided during the program's Friday, July 22 portion only. [Online Registration](#)

**Concert**

Community members of all ages will be able to enjoy a 3.5-hour concert series outside in La Plaza on Saturday, July 23. Mariachi superstars, Nydia Rojas and Lupita Infante, as well as local favorites, Mariachi Azteca and Mariachi Tapatio will headline the concert. Participants enrolled in the workshop will also have an opportunity to showcase their talents with a recital during the series. We will be following county guidelines regarding Covid-19. [Concert tickets](#)

**Concert Admission Pricing**

Early Bird Special (May 23 - June 7): \$25.00  
General Admission (12+): \$35.00  
Day-of Admission: \$40.00  
Children: \$5.00

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#### **Carla “Patita” Diaz**

This inaugural Fiesta del Mariachi is dedicated to Carla “Patita” Diaz, who was instrumental in building the SOAC mariachi program. She touched the lives of many aspiring musicians through our Summer Camp program and Mariachi Conservatory. Diaz passed away on October 7, 2021. The SOAC team will always remember Diaz for her inspiring passion for mariachi music, hard work, and love for her family and the East San José community.

### **About the performers**

#### **Nydia Rojas**

Nydia Rojas is a multi-talented vocalist, songwriter, and guitarist. At 15, she released her major-label debut album and was the first Latina to sign with Arista Records/Latin. She performed for President Clinton's second-term inauguration celebration. Later that year, she was declared a "sensation" by USA Today and an artist "destined to become a crossover smash" by Billboard Magazine.

#### **Lupita Infante**

With an elegant and graceful style reminiscent of Mexico's classic mariachi crooners, recording artist Lupita Infante brings a sensual and soothing vocal contrast to the bold sounds of regional Mexican music. Infante's GRAMMY-nominated debut album, “La Serenata,” proves she is a star on the rise for her talent and perseverance. Although heir to the Infante Mexican music and film dynasty, Lupita has worked diligently amidst hardship for her current successes.

#### **Mariachi Azteca**

Now in its 41st year of existence, serenading the Bay Area since 1981, it comes as no surprise that Mariachi Azteca has earned the reputation as 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 Tapatio**

Established in 1982, Mariachi Tapatio was founded with the intent to share their rich family tradition of authentic mariachi music with the San José Bay Area. For nearly 40 years, Mariachi Tapatio has been delighting audiences by developing a unique sound rooted in the traditions of mariachi music in Jalisco.

#### **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.

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Fiesta del Mariachi is made possible by presenting sponsor Councilmember Magdalena Carrasco, and is in partnership with the Silicon Valley Community Foundation, TOPA Architecture, City of San José ABIERTO Program, AARP, Excite Credit Union, eBay, True Partners Consulting, Stanford Health Care, Councilmember Raul Peralez, Comcast, Vice Mayor Chappie Jones, Councilmember Sergio Jimenez, and the City of San José.

**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**

Kooltura Marketing specializes in multicultural marketing, helping clients reach audiences of a specific ethnicity, culture, and subculture through a grassroots approach strategy.