

School of Arts & Culture

Mexican Heritage Plaza

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Location: Mexican Heritage Plaza

1700 Alum Rock Ave., San José, CA 95116

Date: Friday, December 8, 2023 | **Time:** 5:30 p.m. to 10:00 p.m.

Eventbrite: <https://fiestanavideña2023.eventbrite.com>

***** FOR IMMEDIATE RELEASE *****

Los Angeles trio Tres Souls headlines East San José's annual holiday celebration!

SAN JOSÉ, CA – On Friday, December 8, the School of Arts and Culture at MHP (SOAC) invites its neighbors to Fiesta Navideña, a joyous end-of-the-year celebration. The night will include a free concert featuring the headliner band [Tres Souls](#). La Plaza's Christmas-themed festival is a cherished local tradition where friends, families, and neighbors come together to celebrate the holiday season.

Start the night with a Christmas tree lighting ceremony, followed by an engaging array of arts and crafts activities in La Plaza's Gallery. Capture cherished memories and picturesque moments during your visit to our scenic garden, infusing the night with some delightful holiday spirit. In addition to capturing these exciting picture-perfect moments, [Mariachi Azteca](#) is ready to deliver an evening of live music, creating the perfect atmosphere for the entire family to celebrate the holiday season with traditional mariachi music.

At this year's Fiesta Navideña, guests can indulge in Mexican-inspired cuisine and explore an artisanal vendor market. "We always appreciate returning vendors who come back every year with us as well as the new businesses that join us," Millie Del Carmen, Community Events Specialist, expresses. "It's exciting to see what new products they offer yearly. It's nice to see them grow their businesses with us every year, so I'm excited to see how they prosper." In addition, they will also enjoy performances by [Teatro Alebrijes](#) and the folkloric dance group [Los Lupeños de San José](#). Wrap up the year by creating new memories with the entire family!

For the past ten years, SOAC has embodied the essence of a community anchor by fostering a profound sense of belonging and celebrating neighborhood traditions with local artists, organizations, and families. Located in the heart of East San José, SOAC avidly celebrates its role as the centerpiece of an emerging cultural district. With unwavering dedication, its mission unfolds: to craft a vibrant destination in the Mayfair neighborhood that champions preservation, fuels activism, and ignites creativity.

Fiesta Navideña is presented by [US Bank](#), [Silicon Valley Community Foundation](#), [PG&E](#), and brought to you by the [Office of Councilmember Peter Ortiz](#), [Indian Health Center of Santa Clara Valley](#), [Santa Clara County Parks](#), [National Endowment for the Arts \(NEA\)](#), [Google](#), [Destination: Home](#), [Meriwest Credit Union](#), [Steinberg Hart](#), [Excite Credit Union](#), [BluSky](#)

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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 more than 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 placekeeping 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.

About Tres Souls

Beloved Los Angeles trio Tres Souls has been capturing the hearts of Angelenos, one ballad at a time. For the past decade, Rocio Mendoza, Roberto Carlos, and Jesus Martinez have been serenading audiences in LA and beyond with their interpretations of a genre known as "Bolero." They revive the vintage sounds and songs of the 1940s-1960s, which the Golden Era of Mexican Cinema inspired.