



| News Release

FOR IMMEDIATE RELEASE

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¡Viva el Arte!

***ALAC~Advocates for Latino Arts and Culture Consortium Raises Curtain
on Inaugural Festival at Herberger Theater Center in downtown Phoenix***

PHOENIX-September 28, 2008. Grand drama. Love's misadventures. Stark tragedy. Rollicking musicals, dance, Latin sounds and talented singers.

Theater has been an aspect of Hispanic life in Phoenix since the 1880s. In those early years traveling *teatro* troupes and opera companies performed at the Phoenix Opera House at 16 South Center (now Central) Street. Other itinerant acting companies set up tents to present their productions. The *teatro* art form presented wholesome entertainment and preserved cultural traditions in the Phoenix Latino community.

That tradition carries on Oct. 8-12 at the Herberger Theater Center in downtown Phoenix as ALAC raises the curtain on *¡Viva el Arte! 2008 ALAC Latino Festival*. In homage to the Latino community theater tradition, Latino theater troupes will provide four great plays: *Por Amor/For Love: An Operachi in One Act*, by New Carpa Theater, James Garcia/Marcelino Quiñones; *La Calaca Cabaret* by Cultural Coalition, Zarco & Carmen Guerrero, a celebration of theater, music, dance, and poetry, *El Grito de Una Máscara*, by Teatro Wirrarika, Jose Antonio Ocegueda; *Vaselina/Grease* by Bru's Musical Theater, Gerardo Bru; and *The Women of Juarez* by Teatro Bravo, Ruben Amavizca/Pam Sterling/Guillermo Reyes.

Festival events are free except theater performances; on opening night, the playbill begins with the celebration of song by featuring the Top 5; Rainie Moreno, *2008 Winner Vocal Artist of the Year*, Andres Leal, Monica Castro, Clarissa Granada and Socorro Flores, Southwest Hispanic Culture Association. Also, outside in La Placita there is live entertainment by *Herlinda Lopez*, *Flamenco del Sol*, *Ballet Folkorico Azul*, *Michelle Ceballos Michot*, *Opendance Company* and music by *En-Kanto*. The Festival presents a Latino art exhibition by curators Jim Covarrubias and Roman Reyes; artists include, Zarco Guerrero, Martin Moreno, Marco Albarran, Tavo Barrios, Jose Benavides, Francisco Garcia, Jaime Rodriguez and Francisca Cota. And to delight aficionados of the literary arts, a Latino Authors Book Signing; authors include Frank Barrios, Jose Burruel, Stella Pope Duarte, Zarco Guerrero, Kathy Cano Murillo and Santos Vega.

All the organizations, performers, artists, and writers are affiliate members of ALAC, Advocates for Latin@ Arts & Culture Consortium, Inc. ALAC is a non-profit organization with the mission to preserve, promote and create Latino arts and culture. The goal of ALAC is to create Phoenix's first Latino Cultural Center to enrich the lives of all Arizonans.

For more information, or to schedule interviews with ALAC Artists, contact ErLinda Tórres at 602.793.1293 or Trino Sandoval at 602. 525-1469, Festival Co-Directors. Please call the Herberger Theater Center for ticket information at 602. 254.7399; Art, books and entertainment on the plaza preceding the plays is free and open to the public.

Festival Schedule: Theater, Art Exhibition, Latino Authors Book Signing & La Placita Entertainment

Wednesday, Oct. 8 at 7:00 p.m. *Opening Night*

Por Amor/For Love: An Operachi in One Act, by New Carpa Theater

A frolicking tale of love and the travails of show business.

Written by James E. Garcia & Directed by Marcelino Quiñones

Performed in English

Tickets: \$15 at jgarcia@americanlatino.net

Thursday, Oct. 9 at 7 p.m.

La Calaca Cabaret by Cultural Coalition

Theater, music, dance, and poetry; features Zarco Guerrero, Liliana de Leon, Stella Pope Duarte, Michelle Ceballos & Opendance, and more.

Written by Zarco Guerrero & Producer, Carmen de Novais Guerrero

Performed in English

Tickets: \$15 at culturalcarmen@msn.com

Friday, Oct. 10 at 8 p.m.

El Grito de Una Máscara, by Teatro Wirrarika

A provocative work depicting the cultural shocks of immigrants as they struggle to adapt to American society.

Written and directed by Jose Antonio Ocegueda

Performed in Spanish

Tickets: \$15 at azulent@gmail.com

Saturday, Oct. 11 at 2 p.m. and 8 p.m.

Vaselina/Grease by Bru's Musical Theater

Danny, Sandy and the gang and teen high jinks in the hit musical about the '50s.

Written by Jim Jacobs and Warren Casey; Directed by Gerardo Bru

Performed in Spanish with English Supertitles

Tickets: \$20 at GBM602@aol.com

Sunday, Oct. 12 at 2 p.m.

The Women of Juarez by Teatro Bravo

A Mexican mother searches for her missing daughter in this border city where hundreds of women have been mysteriously murdered.

Written by Ruben Amavizca & Directed by Pam Sterling

Performed in English

Tickets: \$15 at trino.sandoval@pcmail.maricopa.edu

FREE Pre-Theater Program Activities Schedule:

October 8:	5:30 pm; Art Exhibition & Latino Authors' Book Signing 6:00 pm; Opening Night: Top 5 2008 Vocal Artists' of the Year* <i>theater ticket required.</i>
October 9	5:30 pm- 6:45 pm; Art Exhibition & Latino Authors' Book Signing
October 10	6:00 pm-7:30 pm; Art Exhibition & Latino Authors' Book Signing
October 11	12:30-1:45 pm and 5:30-7:30 pm, La Placita Live Entertainment & Latino Authors' Book Signing
October 12	12:30-1:45 pm: Latino Authors' Book Signing