



Olga Garay  
EXECUTIVE DIRECTOR

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Dear Colleagues:

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It is my pleasure to announce that the City of Los Angeles has been invited to be the Guest of Honor for the 2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL). Founded in 1987 by the University of Guadalajara in the state of Jalisco, Mexico, FIL is the largest market in the world for Spanish language publications and is widely considered the most outstanding gathering of the Spanish publishing community. Since 1993, FIL has chosen a country (e.g. Argentina, Brazil, Colombia, Cuba, and Italy) or prominent world region (e.g. Andalusia, Catalonia, and Quebec) as its annual Guest of Honor.

Given that Jalisco is the Mexican state from which most Angelenos of Mexican descent trace their roots, it was a natural for Los Angeles to receive this great honor, and it is with much excitement that we undertake this endeavor.

From November 28 through December 6, 2009, over 500,000 audience members and 17,000 book professionals (authors, literary agents, librarians, booksellers, and publishing houses) from more than 40 countries will be treated to the best of LA's Visual, Performing, Media, and, of course, Literary Arts. Through this special initiative we invite you to apply to be one of the arts and cultural organizations chosen to participate in the 2009 FIL.

Working in partnership with the National Endowment for the Arts, the City of Los Angeles Department of Cultural Affairs will award a select number of grants to greater Los Angeles-based non-profit arts and cultural organizations that will represent this world-class city in one of the most important showcases of culture in Latin America.

Through literary readings, music, theater, dance, visual arts exhibitions, and film presentations, the Guest of Honor reinforces its bonds with the region and presents the very best of its cultural product to a discerning and enthusiastic audience, thus creating a bridge for an exchange of the highest quality and establishing the foundations for closer and stronger bonds.

The accompanying guidelines and fact sheet instruct you on how to submit a proposal, which will be reviewed by two advisory peer review panels, to represent Los Angeles at next year's FIL. Notably, FIL is providing much of the needed infrastructure support including significant lodging, production related expenses, and marketing and public relations. DCA is especially indebted to the National Endowment for the Arts, which is making this collaboration possible and, of course, to the Guadalajara International Book Fair.

Sincerely,

Olga Garay