



MEDIA ALERT
FOR IMMEDIATE RELEASE

September 14, 2011

Media Contact: **Will Caperton y Montoya**
DCA Director of Marketing and Development
213.202.5538

**LATINO HERITAGE MONTH
OPENING CEREMONIES HONOR
DOG WHISPERER CESAR MILLAN,
DODGER GREAT FERNANDO VALENZUELA,
AND
EDUCATOR ACTIVIST SAL CASTRO**

The event honoring accomplished Latino figures is FREE and open to the public.

LOS ANGELES - Hundreds of city residents including celebrities, business, and community leaders will join Mayor Antonio Villaraigosa for the opening of the city's **2011 Latino Heritage Month Celebration** on Friday, September 16, 2011, from 10:00 a.m. to 12:15 p.m. The event themed "***Celebrating a Culture of Hope and Progress***," will take place at the City Hall South Lawn located at 200 North Spring Street in Los Angeles, CA, 90012.

The opening ceremonies will kick off with the sounds of Afro-Peruvian music and dancing in Council Chambers, followed by food and live entertainment on the South Lawn, which will feature performances by Palenke Soultribe, Capoeira Brasil, and Alicia Juarez and the L.A. Mariachi. During the event, Mayor Villaraigosa will unveil the ***2011 Latino Heritage Month Calendar and Cultural Guide***, produced by the Department of Cultural Affairs (DCA).

Latino Heritage Month not only celebrates the rich diversity of Latino cultures, traditions, and contributions, but also honors three outstanding individuals of Hispanic descent who have contributed to the advancement of Latinos in the United States and internationally.

Among this year's honorees are: ***Spirit of Los Angeles*** award winner **Salvador Castro**, a Mexican American educator and activist who is known for his role in the 1968 East Los Angeles high school walkouts, which brought awareness to unequal conditions in Los Angeles Unified School District (LAUSD) schools; ***Dream of Los Angeles*** award winner **Cesar Millan**, a world-renowned dog behavior specialist and best-selling author who is widely known for his television series "*Dog Whisperer with Cesar Millan*" on National Geographic WILD; and ***Hope of Los Angeles*** award winner **Fernando Valenzuela**, the emergency starter for the LA Dodgers on Opening Day 1981, who led the team to the World Championship that year, and became the first player in Major League history to be named Rookie of the Year, and win a Cy Young in the same season.



MEDIA ALERT
FOR IMMEDIATE RELEASE

"These three remarkable honorees and their achievements reflect the Latino community's values of pride, sacrifice, and hope for the future," Mayor Villaraigosa said. "A community as rich and diverse as Los Angeles itself, Latinos through their contributions have been and will remain essential to the spirit and success of our great City."

Latino Heritage Month launches a month-long calendar of cultural events; arts activities; free music classes for elementary, middle, and high school students presented by Mayor Antonio R. Villaraigosa, The Walt Disney Company, Nielsen, Fox Audience Strategy, and the Department of Cultural Affairs through its Music LA Program; and a Poster Contest presented by the Mayor, Wells Fargo, and DCA open to all Los Angeles County students (grades K-12) encouraging the creation of original artwork interpreting the 2011 Latino Heritage Month's theme. Poster competition winners will be announced on Thursday, September 29, 2011.

A list of all activities and events is available at DCA's website at: www.culturela.org. For more information, please call 213.922.9762, or follow us on Facebook at <http://www.facebook.com/HeritageLA>.

LATINO HERITAGE MONTH EVENTS SPONSORED BY THE MAYOR'S OFFICE AND THE DEPARTMENT OF CULTURAL AFFAIRS:

**Latino Heritage Month Opening Ceremony
September 16, 10:00 AM to 12:15 PM**

City Hall (Council Chambers and Spring Street Forecourt)
200 North Spring Street
Los Angeles, CA 90012

- Presentation to City Council by Mayor Villaraigosa and Proclamation Ceremony
- Followed by Opening Ceremony Reception at Spring Street Forecourt

**DCA's Music LA Latino Heritage Month Free Classes
September through November**

At Art in the Park / Lalo Guerrero School of Music
(in Hermon Park in the Arroyo Seco)
5568 Via Marisol
Los Angeles, CA 90042
323.259.0861

- Several seasoned musicians / teaching artists will be in residence at Art in the Park leading an 8-week program focusing on the Latin Jazz stylings of Brazil and Cuba



MEDIA ALERT
FOR IMMEDIATE RELEASE

**DCA's Music LA Latino Heritage Month Free Classes
September through November**

At Tia Chucha's Centro Cultural
13197-A Gladstone Avenue
Sylmar, CA 91342
818.939.3433

- Tia Chucha's Centro Cultural will present 9 weeks of innovative music workshops in Bomba, Son Jarocho, and Aztec music and dance

**Poster Competition Awards Ceremony
September 29, 9:30 AM**

Plaza de la Raza Cultural Center for the Arts and Education
3540 North Mission road
Los Angeles, CA 90031-3135

- Student entries judged by professional artists, educators, and community leaders
- Mayor Villaraigosa will host a reception for the winners

LATINO HERITAGE MONTH MAJOR DONORS:

ABC7
Media Sponsor

The Walt Disney Company
Music LA Title Sponsor

Time Warner Cable
Awards Ceremony Presenting Sponsor

Wells Fargo
Poster Competition Sponsor

Nielsen
Emerald Sponsor / Music LA Sponsor

Fox Audience Strategy
Emerald Sponsor / Music LA Sponsor

Fox Deportes
Emerald Sponsor



MEDIA ALERT
FOR IMMEDIATE RELEASE

About Latino Heritage Month

In 1968, Congress authorized President Lyndon B. Johnson to designate the week that includes September 15 and 16 as National Hispanic Heritage Week. The week would commemorate the independence of Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua on September 15, Mexico’s independence on September 16, and Chile’s independence on September 18.

In 1988, the observance was extended to a month-long celebration, from September 15 to October 15 to honor the cultures and traditions of Americans of Spanish/Latin American (Mexican, Central American, South American, and Caribbean) descent.

About the City of Los Angeles Department of Cultural Affairs (DCA)

The **Department of Cultural Affairs (DCA)** generates and supports high-quality arts and cultural experiences for Los Angeles’ 4 million residents and 25 million annual visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public art, community arts programming, arts education, and partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA’s operating budget and managed portfolio totaled \$36.7 million in fiscal year 2009/10. It consisted of: \$9.6 million in Transient Occupancy Tax funds; \$12.2 million in funds from the Public Works Improvements Arts Program; \$8.6 million from the Private Arts Development Fee Program; \$4.9 million in City related and indirect cost allocations; and \$1.4 million in private and public funds raised during the year. DCA grants approximately \$3 million annually to over 280 artists and nonprofit arts organizations through its long-established Grants Administration Division. DCA provides arts and cultural programming in its numerous neighborhood arts and cultural centers, theaters, and historic sites, and manages several arts and education programs.

The Department also administers the City’s Private Arts Development Fee and Public Works Improvements Arts Programs, a portfolio of approximately \$20.8 million in fiscal year 2009/10. In addition, DCA raises outside public and private funds, over \$15 million since fiscal year 2007/08, used to re-grant to LA-based arts and cultural organizations for special grant initiatives and to support DCA’s special programming and facilities. DCA markets the City’s cultural events through development and collaboration with strategic partners, design and production of creative promotional materials, and management of the culturela.org website visited by over 2.7 million people annually.

#