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**WELLS FARGO
CENTER FOR
THE ARTS**

**Wells Fargo Center for the Arts
Celebrates Mexican Independence and Latino Heritage
with 4th Annual Fiesta de Independencia**

Saturday, September 14, 2013

SANTA ROSA, CA (August 12, 2013) – Enjoy the tastes, sounds and sights of Mexico without leaving the North Bay. **Wells Fargo Center for the Arts** announces the return of **Fiesta de Independencia**, to commemorate Mexican Independence Day and celebrate the diverse cultures that are a part of the community, on Saturday, September 14th at 1 p.m.. Now in its fourth year, Sonoma County residents and visitors will experience Mexico and celebrate Latino heritage at the **free** festival at the Center (50 Mark West Springs Road, Santa Rosa, CA 95403). Presented by the Center’s Latino Advisory Council, the family-friendly, campus-wide festival is an opportunity for guests to experience a traditional fiesta, as they will enjoy authentic food, music, games and activities, including a car show and salsa competition.

Since 2010, Fiesta de Independencia has commemorated Mexican Independence Day (September 16) to celebrate the rich history of the Latino culture and people, who are an integral part of the North Bay community. Drawing more than 3,000 community members each year, the festival has become a Sonoma County tradition and continues the custom of a community-wide celebration of cultures, people and traditions, while educating the community about Mexican history and Latino businesses in Santa Rosa.

A distinctive honor for this year’s Fiesta event, Wells Fargo Center for the Arts will receive a special acknowledgement from Santa Rosa Mayor Scott Bartley, with a Proclamation to be presented at the September 10 City Council meeting, declaring September 14, 2013 as “Fiesta de Independencia – A Community Celebration.” The Center’s Executive Director, Rick Nowlin and members of the Latino Advisory Council will be at the City Council meeting to receive the Proclamation from the Mayor. A copy of the complete Proclamation is included below.

In acknowledging the importance of **Fiesta de Independencia** to the community Mayor Bartley says of the event at Wells Fargo Center: “Santa Rosa is an ethnically diverse community that is strengthened by the contributions of various cultures. I invite the Santa Rosa community to join in celebrating the richness of our community in this fun, family-friendly event.”

The creation of this event would not be possible without the help of the Latino Advisory Council (LAC) as well as the Fiesta’s sponsors, which include Wells Fargo Bank, Sutter Medical Center of Santa Rosa, Xfinity, California Human Development, the Hispanic Chamber of Commerce Sonoma County, the City of Santa Rosa, Radio Lazer/La Mejor, CAP Sonoma, El Patron, Excitos, TV Azteca, El Consulado General de México en San Francisco and of course all the community advocates.

About Wells Fargo Center for the Arts

A 501(c)(3) non-profit organization, Wells Fargo Center for the Arts is home to world-class performances, nationally recognized education programs, contemporary visual art, and many popular events. The Arts Center is located in the heart of the Sonoma wine country and ranked among California’s top performing arts presenters. Together with its resident companies, the Center presents more than 100 performances in music, dance, theater, renowned speakers, and comedy; provides education programs serving 30,000 children and adults; and hosts more than 1,000 community events a year. Owned and operated by the Luther Burbank Memorial Foundation, the Center relies on charitable community donations to achieve its mission – to enrich, educate, and entertain.



Proclamation

WHEREAS, *La Fiesta de Independencia* commemorates Mexican Independence Day, September 16th, and honors Latino heritage and culture in a community-wide celebration of the cultures, people and traditions that began in 2010 under the Wells Fargo Center for the Arts and the Latino Advisory Council to meet the Center's goal of engaging the Latino population, a large and integral part of the North Bay community; and

WHEREAS, *La Fiesta de Independencia* celebrates the diverse cultures that exist in the North Bay through the traditions of music, dance and art from distinct ancestral regions of Mexico and represents the need for recognizing and respecting traditions and customs of different cultures; and

WHEREAS, the City of Santa Rosa is home to people of various cultural backgrounds, and we are strengthened by their presence and many contributions to our daily lives; and

WHEREAS, the City of Santa Rosa wishes to acknowledge the Wells Fargo Center for the Arts and Latino Advisory Council in partnership with Wells Fargo Bank, the Sonoma County Hispanic Chamber of Commerce, the California Human Development Corporation, Radio Lazer/La Mejor/ CAP Sonoma, El Patron, Exitos, TV Azteca, the Mexican Consulate General in San Francisco, and community groups and individuals who have helped organize an annual *Fiesta de Independencia* that is family-oriented, secure, collaborative, and enjoyable; and

WHEREAS, community groups, businesses, and non-profits have dedicated their time and energy toward coordinating an event that celebrates and educates the community about Mexican history and empowers and promotes Latino business in Santa Rosa, serving as a link between the Latino community and local non-profit organizations and services; and

WHEREAS, the City of Santa Rosa recognizes the strong commitment to continue this yearly celebration as a united and committed community.

NOW, THEREFORE, BE IT RESOLVED THAT, I, Scott P. Bartley, Mayor of the City of Santa Rosa, on behalf of the entire City Council, hereby honor September 14, 2013 as

FIESTA DE INDEPENDENCIA - A COMMUNITY CELEBRATION



Mayor Scott P. Bartley
September 10, 2013

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For additional information, please contact:

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