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## **Wells Fargo Center for the Arts Celebrates Mexican Independence and Latino Heritage with 5<sup>th</sup> Annual Fiesta de Independencia**

**Saturday, September 13, 2014**

SANTA ROSA, CA (July 15, 2014) – The distinctive tastes, sights and sounds of Latino culture will be showcased in the North Bay as Wells Fargo Center for the Arts highlights Mexican Independence and Latino heritage at the 5<sup>th</sup> annual **Fiesta de Independencia on Saturday, September 13 from 1 - 6 p.m.** Sonoma County residents and visitors will celebrate Latino culture 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, outdoor festival is an opportunity for guests to experience a traditional fiesta, enjoy authentic food from local vendors, live music, games and activities, including a car show and salsa tasting competition.

As traditional dancers and mariachi music take to the stage, guests can peruse a wide selection of authentic food and beverages, including tacos, ceviche, churros, papusas and more. The Fiesta's annual salsa tasting competition invites local restaurants and individuals to submit their salsa creations to be judged in a taste-test by a panel of local judges on stage during the Fiesta. Three awards will be given in the salsa tasting competition: an individual award, a restaurant award, and a People's Choice award (chosen by attendees from among the Fiesta's food vendors). Each winner will receive a prize pack that includes tickets to Center performances, chocolates, wine, and more.

Since 2010, Fiesta de Independencia has commemorated Mexican Independence Day (September 16) to honor the rich history of the Latino culture and people. Drawing more than 3,000 community members each year, the festival has become a community-wide tradition.

The creation of this event would not be possible without the leadership of the Latino Advisory Council (LAC) as well as the Fiesta's sponsors, which include Wells Fargo Bank, California Human Development, the City of Santa Rosa, Radio Lazer/La Mejor, 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.



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