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## **MEDIA ADVISORY**

### **THE 19<sup>TH</sup> ANNUAL AT&T FIESTA BROADWAY PRESENTED BY STATE FARM ANNOUNCES MEXICAN SINGING SENSATION PILAR MONTENEGRO AS 2008 GRAND MARSHALL**

***Councilmember José Huizar will welcome the Grand Marshall, Music Artists and Executives to  
Press Conference and Opening Ceremony in Council Chambers***

*AT&T Fiesta Broadway Presented by State Farm*, the nation's largest, free, family friendly, musical, cultural festival returns to downtown Los Angeles on Sunday, April 27 and announces Mexican singing sensation Pilar Montenegro as 2008 Grand Marshall. Councilmember José Huizar will welcome Montenegro as well as musical artists and executives to a press conference followed by Opening Ceremony in Council Chambers at City Hall. Media interested in attending the press conference please RSVP to George Gonzalez at (213) 473-7014.

**WHAT:** Press Conference / Opening Ceremony

**WHEN:** Friday, April 25, 2008  
9:00 AM – Press Conference – City Council Media Room – 3<sup>rd</sup> Flr.  
10:00 AM – Opening Ceremony – City Council Chambers

**WHERE:** Los Angeles City Hall  
200 North Spring Street  
Los Angeles, CA 90012

**WHO:** Councilmember José Huizar  
Lupita Sanchez Cornejo, AT&T, Greater LA Area Manager, External Affairs  
Lucia Traynor-Ballas, Sr. VP and General Manager, MTV Tr3s  
Pilar Montenegro – Grand Marshall  
El Flaco Elizalde and Roberto Tapia – In attendance

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## ABOUT PILAR MONTENEGRO

Pilar Montenegro began her career starring in "Annie" when she was eight years old. She later became a member of world-famous Mexican teen group Garibaldi. In 2002, Montenegro's album "*Desahogo*" went platinum and she became the first Latina artist to achieve #1 in Billboard's Hot Latin Tracks for 11 straight weeks with her hit "*Quitame ese hombre.*"

In 2003, she received four Premio Lo Nuestro awards including Best Artist and Song of the Year. She has continued her recording career and added television credits such as the telenovelas *Volver a Empezar*, *Marisol* and *Gotita de Amor*.

## ABOUT 2008 AT&T FIESTA BROADWAY PRESENTED BY STATE FARM

The 2008 *AT&T Fiesta Broadway Presented by State Farm* will dedicate its 19<sup>th</sup> edition to getting out the vote during this year's crucial presidential elections. This year's festival theme is: **Vote For Your Future - Vota Por Tu Futuro** and will highlight the importance of registering and voting as everyone's civic duty. The festival partnered with Telemundo Network and its community partners Rock The Vote, League of United Latin American Citizens (LULAC) as well as U.S. Hispanic Leadership Institute (USHLI) providing courtesy for purposes voter registration and voting messaging to more than 500,000 Latinos.

With the co-sponsorship of the City of Los Angeles and special support from Councilmember José Huizar, *AT&T Fiesta Broadway Presented by State Farm* covers 36 square-blocks in the heart of one of the most diverse city in the world and draws over 500,000 guests who experience a unique Los Angeles cultural tradition.

The Festival features live performances on multiple concert stages by top Grammy and Billboard Award-winning musical entertainment. *AT&T Fiesta Broadway Presented by State Farm* also features a myriad of experiences for its guests such as games, food, children's activities and a whole range of activities created by the Festival's multiple participating sponsors. The Festival also airs the same evening on Los Angeles KWHY-TV22 and as a national special presentation on Telemundo Network on Sunday May 4th. The festival also features sister events such as the Fiesta Broadway Charity Golf Tournament.

## TITLE AND PRESENTING SPONSORS

*AT&T Fiesta Broadway Presented by State Farm* is an impressive undertaking. This dynamic event offers Angelenos a place to see international talent free-of-charge thanks to its popularity as one of the country's largest marketing platforms for national advertisers. More than 75 major companies participate as sponsors. The Festival continues to be underwritten by sponsors such as AT&T, Title Sponsor and the world's leading phone service provider, and State Farm Insurance, the Presenting Sponsor. Other sponsors include Disney Theme Parks, Verizon, ESPN, La Opinión, Jeep, Burger King, Albertson's, Rockstar, Monster Energy Drinks, Washington Mutual and many others. For more information visit [www.ATTFiestaBroadway.com](http://www.ATTFiestaBroadway.com), or call 310-914-0015.

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