



**MEDIA ALERT FOR SOUTHERN CALIFORNIA**  
**SUNDAY, APRIL 27, 2008 – 11 AM TO 6 PM – DOWNTOWN L.A.**

**ALL ACCESS ENTERTAINMENT PRESENTS**  
**THE 19<sup>TH</sup> ANNUAL AT&T FIESTA BROADWAY PRESENTED BY STATE FARM, THE NATION'S LARGEST STREET FESTIVAL CELEBRATING CINCO DE MAYO**

**WHAT:**

**(REV: 4-21-08).** *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 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 Futúro** 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.

**WHO - LIST OF PERFORMERS:**

**State Farm Insurance/KWHY-TV22 Stage (S-1 – 1<sup>st</sup> & Broadway)** – KWHY-TV22 anchors the north end of Fiesta Broadway with its mega stage located at First Street and Broadway. This year's musical line-up includes: **Cuban bombshell Niurka Marcos; Mexican pop queen Pilar**

**Montenegro and the sounds of Mexican Regional, Banda and Norteño musical groups, Patrulla 81; El Flaco Elizalde; Los Buitres; Incomparables de TJ and Los Hermanos Parra. (<http://www.canal22.tv>) To Cover the KWHY-TV22 Stage, Media Must Contact: Victor Franco at [Victor.Franco@nbcuni.com](mailto:Victor.Franco@nbcuni.com)**

**AT&T Main Stage (S-2 – Olympic & Broadway) –** Telemundo Network will be taping a music special as some of the biggest names in Latin music grace the AT&T Main Stage at Fiesta Broadway! This year, fans will rock and sway to the sounds of Tex-Mex Sensation **Ramon Ayala; AB Quintanilla; Mariachi Lorenzo Negrete and Lorenzo de Monteclaro**, among others. Telemundo Network will present a Special National Presentation on Sunday, May 4 from 7-9 pm (ET/PR) and highlights of the day can also be seen on <http://www.att.com/blueroom>.

**MTV Stage (S-3 – 7<sup>th</sup> & Hill) –** Hugely popular stars **Wisn & Yandel** will headline and pump up the volume on another great MTV experience from the streets of downtown L.A. that also includes **Cruz Martinez y Los Super Reyes, Kat de Luna, Tony Dize, Prima J., Malverde** and a special appearance by **Pee Wee**. (<http://www.mtvtr3s.com>). **To cover the MTV Tr3s Stage, Media Must Contact: Emma Carrasco at [EJcarrasco@yahoo.com](mailto:EJcarrasco@yahoo.com).**

**Community Stage (S-4 – 9<sup>th</sup> & Spring) –** Burger King's "Tu Ciudad, Tu Musica" local band talent search comes to L.A. in a wildly entertaining stage situated at 9<sup>th</sup> & Broadway, right next door to Rockstar Energy Drink's world-famous Moto-Cross high-flying stunt team that revs up the energy along with their engines during the musical breaks on stage. This year's lineup includes **Pilar Montenegro, Banda Machos, La Sinfonia and Jacqueline Ibarra**. (<http://www.burgerkingtumusica.com>).

#### **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.

**WHEN: Sunday, April 27 – 11 – 6 PM**

**WHERE: On Broadway in Downtown Los Angeles.**

**ALL MEDIA MUST BE CONFIRMED AND CREDENTIALLED BY THUR. APRIL 24.**

**TO REQUEST CREDENTIALS PLEASE CONTACT:  
Raymond Diaz, Reyes Entertainment – (213) 483-4511  
[Raymond@Reyesentertainment.com](mailto:Raymond@Reyesentertainment.com)**

**TO REQUEST CREDENTIALS TO COVER MTV TR3S STAGE, PLEASE CONTACT:  
Emma Carrasco at [EJcarrasco@yahoo.com](mailto:EJcarrasco@yahoo.com)**

**TO REQUEST CREDENTIALS TO COVER KWHY-TV22 STAGE, PLEASE CONTACT: Victor Franco at [Victor.Franco@nbcuni.com](mailto:Victor.Franco@nbcuni.com)**

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