



AT&T FIESTA BROADWAY PRESENTED BY STATE FARM

LOS ANGELES PREPARES FOR THE 19TH ANNUAL AT&T FIESTA BROADWAY PRESENTED BY STATE FARM THE NATION'S LARGEST STREET FESTIVAL IN CELEBRATION OF CINCO DE MAYO

Sunday, April 27, 2008, 11 AM – 6 PM, Downtown Los Angeles

The 2008 Festival Theme is: **Vote For Your Future - Vota Por Tu Futúro**

LOS ANGELES, CA (**REV: 4-22-08**). *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 19th 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.

AT&T Fiesta Broadway Presented by State Farm, produced by All Access Entertainment, is committed to the community and every year has offered non-profit

groups the festival as an opportunity to raise funds and reach out to the constituents. Fiesta Broadway thanks Los Angeles Councilmember José Huizar for his unwavering support of the Festival. For more information, please visit www.attfiestabroadway.com or www.allaccess.la.

2008 Dates:

- Friday, April 25th Recognition Ceremony and Press Conference
Los Angeles City Hall
9:00 AM – Press Conference – Mayor’s Press Room
10:00 AM – City Council Resolution Presentation
- Sunday, April 27th 19th Annual AT&T Fiesta Broadway Presented by State Farm Insurance, on Broadway, Downtown Los Angeles, 11:00am – 6:00pm**
- Sunday, April 27th KWHY-TV Ch. 22 – AT&T Fiesta Broadway Presented by State Farm Insurance – TV Broadcast in Los Angeles Market. 7:30 pm.
- Sunday, May 4th Telemundo - AT&T Fiesta Broadway Presented by State Farm Network Television Special Presentation
7:00pm – 9:00pm
- Monday, May 5th 6th Annual Fiesta Broadway Charity Golf Tournament, Wilshire Country Club, 8:00am start

Superstar Musical Talent

Over the years, *AT&T Fiesta Broadway Presented by State Farm* has presented a galaxy of top-name stars. Past years have featured Pepe Aguilar, Marc Anthony, Celia Cruz, Thalía, Veronica Castro, Los Tigres del Norte, Jose Feliciano, Lola Beltrán, Alejandra Guzmán, Oscar de la Hoya, Paulina Rubio, Chayanne, Cristian Castro, Marco Antonio Solís, Garibaldi, Luis Enrique, Menudo, Alicia Villareal, Los Tucanes de Tijuana and the late Selena. The Festival was the site of the American debut of Brazilian sensation Xuxa in 1991, and the entertainment always includes ever-popular Mariachi bands and Mexican folklorico dancers.

The Stages

State Farm Insurance/KWHY Stage (S-1) – KWHY-TV22 anchors the north end of Fiesta Broadway with its mega stage located at First Street and Broadway. This is the home of the *AT&T Fiesta Broadway Presented by State Farm* Television Special, which airs the same night and reaches millions of viewers throughout Southern California. 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; Incomparables de TJ; Los Buitres and Los Hermanos Parra.

AT&T Main Stage (S-2) – Why am I surrounded by 20,000 screaming music lovers? Because I’m at the AT&T Main Stage at Fiesta Broadway! Some of the biggest names in Latin music have graced Fiesta’s main stage in years past and this year will be no exception. From Thalía

to Marc Anthony to Celia Cruz, the joint always jumps when legendary performers headline this great stage located at Olympic and Broadway. This year, fans will rock and sway to the sounds of Tex-Mex Sensation Ramon Ayala, A.B. Quintanilla and the Kumbia All Starz's Cumbia sound as well as Mariachi Lorenzo Negrete and Lorenzo de Monteclaro. 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) – One of the most powerful brands in music returns to Fiesta Broadway when MTV's new "MTV TR3s" network hosts a stage of its own at 7th and Hill, deep in the heart of Fiesta! Hugely popular stars Wisin & 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>).

Community Stage (S-4) – Burger King's "Tu Ciudad, Tu Musica" local band talent search comes to L.A. in a wildly entertaining stage situated at 9th & 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.

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.

SuperSites

Disneyland SuperSite (SS-1) – The Kings of The Magic Kingdom return to *AT&T Fiesta Broadway Presented by State Farm* as Disney celebrates Cinco de Mayo at Los Angeles' largest Latino street and music festival. Disney will once again have an inflatable replica of its famed "Magic Kingdom Castle" in its SuperSite lot at Fiesta located on the southeast corner of Broadway and 2nd Street -- where families and children of all ages can enter and experience a sampling of the wonders that a visit to the real Disneyland can provide. One of Fiesta Broadway's most popular family attractions!

La Opinion Sports Zone (SS-2) – What do ESPN Deportes, Monster Energy Drink, Best Buy and The U.S. Marines have in common? One great SuperSite home at *AT&T Fiesta Broadway Presented by State Farm*! Each will have their own customized and interactive exhibits at Fiesta's Sports Zone lot, located on the west side of Broadway between 2nd & 3rd Streets. ESPN will bring out its touring "You make the call" sportscaster contest while Monster energizes Fiesta with a totally cool skateboard-athon. Oh, and you better not mess with the U.S. Marines on-site battle HUMMER – or they'll have you doing push-ups and pull-ups at their "Few, Proud, Marines" fitness test. Let the good times roll – seriously!

State Farm SuperSite (SS-5) – Don't be surprised to hear the crack of a bat and some swings for the fences this year at Fiesta when you visit the State Farm Baseball Clinic and Fun park at their specially-themed SuperSite located on the west side of Broadway between 9th Street & Olympic. State Farm has long been a sponsor of Major League Baseball and this is the first

year they will be promoting their love of the sport with a touring exhibit and interactive ball field set up right in the lot. From stickball to face-painting, to batting cages and fielding drills – State Farm will bring baseball to life right on the streets of Fiesta Broadway!

Burger King Stage (SS-6) - If your not rockin' to the slammin' jams of Burger King's "Battle of the Bands" on Fiesta Sunday you'll probably be wide-eyed and fish-tailed at the awesome moto-cross acrobatics of Rockstar Energy Drink's "Moto-Madness" motorcycle stunt team located in Fiesta's SuperSite on the east side of Broadway between 9th Street & Olympic. Burger King's local talent search program "Tu Ciudad, Tu Musica" will present the best local music groups on its stage at the lot – and the Rockstar Moto team will perform right nearby whenever the bands take a break. Moto and music – sounds like the perfect combination for a little "air guitar!" (www.burgerkingmusica.com)

Albertsons SuperSite (SS-7) - Just wouldn't feel like a Fiesta Broadway if you couldn't bop into the Albertsons lot and while away your day hopping from booth to booth sampling all the great stuff from the many, many brands that come out to put a bunch of free stuff in your hands throughout the day. Eat, drink and be merry as this annual mainstay Fiesta SuperSite takes on the feel of a living "supermarket" downtown – where everything is freeeeee! Albertsons does a great job decorating their lot and always has a lot of family-fun activities and exhibits to keep you interested. Stop by to visit at the lot located on the east side Broadway between 9th Street & Olympic.

Television Specials

Sunday, April 27 at 7:30 p.m. KWHY-TV Channel 22. Los Angeles.

Fiesta Broadway's effervescent music sets the stage for a television entertainment special broadcast to millions of homes in Southern California immediately after the event.

Sunday, May 4, from 7 to 10 p.m. Telemundo Network Presents Fiesta Broadway XIX National Special Presentation spotlighting the star-studded entertainment from the AT&T Main Stage of *Fiesta Broadway* and celebrating the rich cultural diversity of Southern California.

Fiesta Broadway Charity Golf Tournament

The sixth annual *Fiesta Broadway Charity Golf Tournament* will be held on Monday, May 5th at 8 a.m. at the Wilshire Country Club. This tourney will again raise needed funds for notable charities such as the Ronald McDonald House, The National Institute of Transplantation and the New America Alliance MBA Scholarship Fund. The tournament was conceived and is being chaired by Dr. Frank Sanchez, a McDonald's licensee operating restaurants in the downtown-East Los Angeles area.

This year the Wallis Foundation, a California-based endowment group whose mission is to provide much needed financial support for research and social improvement, is the Tournament's Founding Sponsor.

The Tournament's participating sponsors include: Coca Cola, American Airlines, TELACU, Citibank, Bama Industries, The Gas Company, Kaiser Permanente, McDonald's Corp., One Legacy and Borbon, Inc.

Community Roots

In the first years of *Fiesta Broadway*, it was presented "in association" with "Miracle on Broadway," a non-profit, public-private partnership dedicated to the restoration of the ten-block Broadway area. In the years that followed, All Access Entertainment (AAE), the event producer, continued this commitment to the Los Angeles community by donating a portion of the proceeds to organizations like the Mexican Cultural Institute, the Historic Downtown Business

Improvement District (BID), LAPD Explorers and the Los Angeles Scholarship Program for Inner City Education, among others.

AAE works closely with many local non-profit organizations that depend upon *Fiesta Broadway* as their primary fund raising event. Volunteers selling a wide variety of Mexican and Latino foods staff the food and beverage booths along the Fiesta Broadway thoroughfare. The profits help fund their humanitarian work for the year to come.

AAE, a minority-owned California company specializing in the staging of cultural festivals and family entertainment events, has been producing Fiesta Broadway since 1994 when it bought the event from Univision's owner, Jerry Perenchio.

AAE takes every step toward making Fiesta Broadway a safe family event by carefully planning for the security and safety of all in attendance. No alcohol is allowed on-site, and a highly visible private security force controls the entire perimeter of Fiesta Broadway. AAE has established an outstanding working relationship with both the City of Los Angeles Police and Fire Departments. LAPD and LAFD maintain a presence throughout the day and staff a command center that monitors all proceedings. A special task force of all relevant city departments also participates in thoroughly pre-planning logistically all aspects of the event.

On Sunday, April 27, 2008, *Fiesta Broadway* promises to again provide a fun, free event for all Southland families and visitors from outside the region. For more information visit www.ATTFiestaBroadway.com, or call 310-914-0015.

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