



**AT&T FIESTA BROADWAY PRESENTED BY STATE FARM --
THE NATION'S LARGEST CINCO DE MAYO FESTIVAL
GETS OUT THE VOTE IN 2008**

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 everyone's civic duty through voter registration, voter education and voter turn-out. Although the event is known for its Latin flavor, *AT&T Fiesta Broadway Presented by State Farm* belongs to ALL Angelenos and the festival invites guests of all ethnicities and walks of life to celebrate and to exercise the most important element of a thriving democracy: The people's vote.

AT&T Fiesta Broadway Presented by State Farm's community partners include Telemundo and its sister network Mun2, who have also launched a Vota por tu Futúro campaign in partnership with United States Hispanic Leadership Institute (USHLI), Rock The Vote and League of United Latin American Citizens (LULAC) and will be present at Fiesta Broadway to register voters and provide educational materials on election protection and important information on issues that impact all voters but particularly Latinos, nationwide.

Because California is the state with the largest Hispanic population in the country, candidates and political parties are increasingly concerned with appealing to the burgeoning Hispanic voting bloc. *AT&T Fiesta Broadway Presented by State Farm* is committed to providing candidates of both parties the opportunity to participate in the festival to bring their message to the voters of Los Angeles and Southern California.

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.

2008 Festival Overview

The 19th Annual *AT&T Fiesta Broadway Presented by State Farm* debuted in 1990 and celebrates *Cinco de Mayo* (May 5th, 1862), an important date in Mexican history when Mexican Troops defeated the French army in a pivotal battle at Puebla, Mexico. With the co-sponsorship of the City of Los Angeles, *AT&T Fiesta Broadway Presented by State Farm* dresses up 36 square-blocks in the heart of the most diverse city on the west coast and invites the world to come and experience a unique Los Angeles cultural tradition.

The free, mega street festival attracts more than 500,000 people and features Live, Grammy and Billboard-winning, top musical entertainment on multiple concert stages, Latino food and hundreds of booths and activities. *AT&T Fiesta Broadway Presented by State Farm* airs as a television special on Los Angeles Spanish Language station KWHY-TV Channel 22 later that evening on Fiesta Sunday (April 27). Telemundo will air a national Network Special Presentation on Sunday, May 4, from 7-9 pm (ET/PT). Additionally, MTV Tr3s will once again host their popular video show from Fiesta Broadway on Sunday, April 27, as well. *AT&T Fiesta Broadway Presented by State Farm* also features sister events such as the Fiesta Broadway Charity Golf Tournament on Monday, May 5.

AT&T Fiesta Broadway Presented by State Farm, produced by All Access Entertainment, is committed to the community and every year includes several non-profit groups as an opportunity to raise funds and reach out to the constituents. The producers wish to thank Los Angeles Councilmember José Huizar for his unwavering support of the Festival. For more information, please visit www.atfiestabroadway.com or www.allaccess.la.

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