

## News Release

For Immediate Release

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### **AT&T Fiesta Broadway "Goes Green" Largest Cinco de Mayo Fest Supports Million Trees LA**

**Los Angeles, CA - April 2, 2007** - AT&T Fiesta Broadway will celebrate its 18th annual Cinco de Mayo event with the theme, "Fiesta Goes Green," and dedicate the free community fest to supporting Los Angeles Mayor Antonio Villaraigosa's Million Trees LA program. The theme "Fiesta Goes Green" taps into the event's roots to make downtown Los Angeles greener, cleaner, healthier, safer, and more beautiful for all to enjoy.

Organizers of the largest Cinco de Mayo in the nation are gearing up for the annual 36-block outdoor festival set for Sunday, April 29, from noon to 6 p.m. in the heart of Los Angeles, the most diverse city in the world.

Fiesta, known for bringing top musical and family entertainment to the streets of the Broadway corridor, hopes to foster environmental awareness by showcasing the million trees program and its goal to plant one million trees over the next several years. The tree initiative is a partnership between the City of Los Angeles, community groups, business and individuals working together to plant and provide long-term stewardship of one million trees, planted all over the city with a focus on areas that need it most. A special park like area to be named "Villaraigosa Park" in the midst of Fiesta will feature environmental non-profit organizations with eco activities and information for all ages. Trees will be available for adoption, at no cost.

"We are excited to contribute to making Los Angeles greener," says Larry Gonzalez, President All Access Entertainment, event organizer. "With the increasing impact of global warming, we felt compelled to do our part to raise awareness at the grass roots level. We hope this will be the first step for many fiesta goers toward making their daily lives greener to improve our urban environment. I invite everyone to support the Million Trees LA campaign by planting a tree."

"We continue to grow our commitment to the Hispanic community of Los Angeles and nationwide by supporting partnerships that allow us to connect with our consumers," said AT&T Los Angeles Vice President and General Manager Kieran Nolan. "Fiesta Broadway offers the perfect platform to interact with attendees, provide important educational information about new technologies that help us advance as a community, and above all, have fun in this wonderful family event."

Grammy Award winner, Pepe Aguilar will highlight the entertainment as the 2007 Grand Marshal. One of the most celebrated voices in Latin music, Aguilar has continued the music tradition of his legendary father, Antonio Aguilar Sr. who was honored at Fiesta 2005 along with his wife, Flor Silvestre, and his other son, Antonio Jr. Musical entertainment will be featured on four stages.

This free, mega-street festival continues to be committed to providing a safe family event for all ages.

For more information on Fiesta Broadway visit their web site at: [www.fiestabroadway.la](http://www.fiestabroadway.la) or call 310-914-0015

#### **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), event producers, continued this commitment to the Los Angeles community. AAE also works closely with many local non-profit organizations that depend upon Fiesta 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 thoroughfare. Their profits help fund their philanthropic work for the year to come.