



ALL ACCESS ENTERTAINMENT



Celebrating Latino Holidays and the Hispanic Culture of Southern California

MEDIA UPDATE

FOR IMMEDIATE RELEASE

Fiesta Broadway XX Set To Host VIP Gala At L.A. LIVE Entertainment Complex In '09

Los Angeles, CA – (May 23, 2008) – With another successful **AT&T Fiesta Broadway** just completed, All Access Entertainment (AAE) is already making plans for the 20th Anniversary edition of the event next year.

Kicking off the Fiesta 2009 weekend will be the return of an old favorite – the “Black-tie” Fiesta Broadway VIP Gala. Long a popular component of every Fiesta Broadway week, the last Gala and Sponsor reception was held at Disney Concert Hall in its opening year. AAE strives to hold the gala at a high profile city venue whenever possible and the 2009 Gala will be held on Friday, April 24th at the soon to be completed L.A. Live Entertainment complex located near Staples center in downtown Los Angeles.

“We’re extremely excited about our 20th year producing a “Cinco de Mayo” event the size and magnitude of Fiesta Broadway” said Fiesta’s co-founder and organizer Peter Bellas. “What better way to thank our loyal sponsors and special guests for two decades of support,” Bellas added.



Concluding Fiesta XX’s week of activities will be the 7th annual Fiesta Broadway Charity Golf Tournament on Monday, May 4th. Four non-profit organizations benefit from the tournament, including charities such as “Para Los Niños”, The National Institute of Transplantation, L.A. Children’s Museum and Camp Ronald McDonald.



There are a host of other “special-event” and sponsorship opportunities being planned for Fiesta XX in honor of the event being recognized as both “the largest ‘Cinco de Mayo’ festival in the world” as well as the City of Los Angeles’ unofficial “Official Kick-off” to its “Cinco-week” activities. As in past years, all the color and pageantry of Fiesta will be televised locally and nationally.

For more information on Fiesta Broadway 2009 (Sunday, April 26th) or on adding powerful and popular Latino events to your advertising plans please contact Mitchell D. Liday at Mitchell@AllAccess.la or call him at 310-914-0015