



FOR IMMEDIATE RELEASE
September 6, 2013

FOR MORE INFORMATION, CONTACT:
Freddy Rubio 205-602-0067
Krista Conlin 205-937-3777

**FIESTA PARTNERS WITH BIRMINGHAM CIVIL RIGHTS INSTITUTE
TO LOOK BACK 50 YEARS AND MOVE FORWARD TOWARDS EQUALITY FOR ALL**
Hispanic Equality and Civil Rights Movement
Join Forces to Educate at Local Festival

Birmingham, AL- Fiesta, a Hispanic Culture Festival and the Birmingham Civil Rights Institute are partnering to bring 'Equality for All' through education on the past 50 years and commitment to move forward in the next 50 years. At Fiesta, two educational films, *Mighty Times: The Children's March* and *Viva La Causa*, will be played to show the struggles of the Civil Rights Movement in the South and the correlating battles the migrant farm workers faced in California.

"This year, Fiesta is focusing on the struggles of Hispanic and African Americans over the past 50 years. It is our duty to educate and inform those of our past and look to move our community forward, providing equality for all," states Freddy Rubio, President of the Board of Directors for Fiesta.

"The Birmingham Civil Rights Institute has a long history with the Fiesta cultural festival and we are proud to partner with them to support 'Equality For All.' BCRI's mission is 'To promote Civil and Human Rights worldwide through education' and we feel that highlighting the shared history and struggles of the Hispanic and African-American communities helps us to fulfill that mission," states Ahmad Ward, Head of Education and Exhibits.

The films will be played on a 2-hour rotation under a tent, located in The Cultural Village. After the film, patrons will have the opportunity to sign the Birmingham Pledge in Spanish. In addition, the Birmingham Civil Rights Institute will offer 2 special tours of the museum in Spanish on Sunday, October 6. Patrons will be able to sign up for these limited spots at Fiesta.

For more information on the Birmingham Civil Rights Institute please visit www.BCRI.org. For more information on Fiesta, please visit www.FiestaBirmingham.com.

History of Fiesta

In late 2001, several members of the Hispanic Business Council (HBC) of the Birmingham Regional Chamber of Commerce put in motion a plan to develop a yearly Hispanic festival in downtown Birmingham. Aware of their own diverse makeup within the council and with the knowledge that the Hispanic population was growing tremendously in Alabama, they felt it would be an ideal way to showcase the best their countries have to offer. The City of Birmingham, with its own diverse history, seemed like the ideal place to host such an event.





In 2002, Fiesta was created as a not-for-profit organization whose board of directors produces the yearly event with the help of interested community volunteers. The mission of Fiesta is "to organize and manage a yearly festival that celebrates and educates the public on the diverse cultures within the Hispanic community in Alabama." Fiesta also provides scholarships to Hispanic students to help them further their education in Alabama.

About Fiesta

Fiesta, a Hispanic Cultural Festival, is excited to celebrate their 10th year of bringing culture awareness to the Birmingham area. Fiesta's goal is "to educate the mainstream public about the many different Hispanic countries and cultures through the best of art, music, dance and food." Simply stated, Hispanic music is more than Ricky Martin "Living La Vida Loca." The food is more than tacos with salsa. The dance is more than a Mexican Hat Dance. And the history is surprising to many. Hispanics aren't really newcomers to this country. In fact, Hispanics arrived in this country more than 500 years ago on the shores of America. It is up to the Hispanics in Alabama to passionately tell our stories and share our rich cultures and traditions with Alabamians of all ages. And while sharing our stories, it allows us to learn even more about ourselves and how we can best weave ourselves into the communities where we live. What better way to do this than through an event like Fiesta?

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