



FOR IMMEDIATE RELEASE  
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**FIESTA Presented by McDonald's CONNECTS CULTURES THROUGH CREATIVE EXPRESSION  
*Hispanic Festival Signs Title Sponsor, Announces New Date, Adds Artistic Elements***

**Birmingham, AL** – Connecting cultures through artistic and creative expression is the new focus for [FIESTA presented by McDonald's®](#) on **Saturday, September 27<sup>th</sup>** at Linn Park in Birmingham, AL. This year's event will add two new components to tie into the new tag line, **Connecting through Color, Culture & Creativity**. Presenting sponsor, McDonald's is bringing their [FiestaTour: Annual Latin GRAMMY®s Experience](#) to the 12<sup>th</sup> annual festival and FIESTA is adding an Arts Village to celebrate Hispanic art through colorful expression.

“Over the past 12 years, FIESTA has continued to grow with new elements introducing Birmingham to the various aspects of each Hispanic culture from around the world,” states Matt Ennis, President of the Board for FIESTA. “As we focus on the creative aspects of each country, we welcome McDonald's of Central Alabama as our title sponsor and their traveling exhibit focusing on Latin Music. We are also bringing in local artists, dancers and musicians to celebrate the many Hispanic and Latin cultures around the world.”

**McDonald's FiestaTour** is making its way to Alabama for its first visit after 8 years of activation. FiestaTour is a traveling 50-plus foot exhibit that pays tribute to McDonald's passion for Latin Music, as well as its strong partnership with the Latin GRAMMY®s. The platform has allowed the brand to own a space and build equity in Latin music via its unique experience, consisting of interior and exterior elements. Indoor elements include a trivia game, photo booth, digital interactive screens and artist memorabilia. Outside of the 53-foot truck will be a gaming tent, photo pick-up area and local information on McDonald's and Dr Pepper.



The **FIESTA Arts Village** will house local artists, jewelry makers and a secondary stage for local dancers and musicians to perform. The addition of the new Arts Village will bring together Hispanic culture in a unique expression of color and creativity.

For more information about FIESTA, please visit [www.fiestabirmingham.com](http://www.fiestabirmingham.com). For information on becoming a sponsor, please contact Denise Koch at [denise@denisekochevents.com](mailto:denise@denisekochevents.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 produce 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 presented by McDonald's**

FIESTA presented by McDonald's is a Hispanic Cultural Festival celebrating their 12<sup>th</sup> year of bringing cultural 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?

For more information on FIESTA, please visit [www.fiestabirmingham.com](http://www.fiestabirmingham.com) or follow us on Twitter ([@FiestaBham](https://twitter.com/FiestaBham)) and Facebook ([Facebook.com/FiestaBham](https://facebook.com/FiestaBham)).

### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com) or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds), [@MeEncanta](https://twitter.com/MeEncanta)) and Facebook ([Facebook.com/McDonalds](https://facebook.com/McDonalds)) for updates on our business, promotions and products. Read more: <http://digitaljournal.com/pr/485918#ixzz33UyusVd4>