

**FOR IMMEDIATE RELEASE**  
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**FIESTA HISPANIC CULTURAL FESTIVAL  
ANNOUNCES 2013 BOARD MEMBERS**

***Local Culture Festival has Top Tier Leadership***

**Birmingham, AL** – Fiesta kicks off the 11<sup>th</sup> Annual Hispanic Cultural Festival on Saturday, October 5<sup>th</sup> at Linn Park in Birmingham, AL. Freddy Rubio, President of the Board, is pleased to announce the Board of Directors for Fiesta 2013 including Teresa Zúñiga Odom, Robert Compton, Matthew Ennis, Ashley Jones, Chris Miller and Christina Almanza.

“With the great leadership and diversity that we have on our Board of Directors for Fiesta’s 11<sup>th</sup> Anniversary, this year’s festival is going to provide patrons the opportunity to ‘look back’ on the past 50 years to understand and recognize the similarities of the struggles for Hispanics and African Americans,” states Freddy Rubio, President of the Board for Fiesta. “We can then focus on ‘moving forward’ to pave the path for a stronger and more united future for all.”

**About Freddy Rubio**

Freddy Rubio is a founding board member and currently serves as the President of the Fiesta Board. He grew up in Puerto Rico, but has spent the last 20 years in Birmingham. Mr. Rubio started Rubio Law Firm in 2009, where his legal work focuses on personal injury and business litigation for the underserved Latino community. Rubio serves on the National Board of the American Civil Liberties Union (ACLU) and the Access to Justice Commission.

**About Christina Almanza**

Christina Almanza joins the Fiesta Board this year. Currently, she serves as Director of Marketing and Public Relations for Vulcan Park and Museum. Over the past eight years, she has focused her efforts on building unique brands, targeting desirable markets and functional design for different companies throughout Alabama. She is also a member of the Anniston Morning Rotary, Model City Preservation Coalition, EWI, PRSA, Birmingham Urban League and on the Advisory Board for the Hispanic Catholic Social Services of North Alabama.

**About Robert Compton**

Robert Compton joins the board this year, but has been involved with Fiesta for several years through his work with Infinity Insurance, where he serves as the National Events and Promotions Manager. Infinity works closely with the Hispanic Community, sponsoring Read Conmigo, a parent-focused bilingual literacy campaign that encourages Hispanic parents to read to their children at home through the distribution of free English-Spanish children's books.

**About Matthew Ennis**

Matthew Ennis has been involved with Fiesta for the past seven years. He is Director of Development for Cahaba Valley Health Care, a local nonprofit providing access to healthcare for the underserved, primarily Hispanic, families in Jefferson and Shelby Counties. Cahaba Valley Health Care oversees the Health and Wellness Booth, providing resources to the Hispanic Community. His primary duties include acquiring sponsorships, fundraising for Fiesta, as well as overseeing the Soccer Village.

**About Ashlee Jones**

Ashlee Jones has been involved with Fiesta for the last three years, joining the Fiesta Board this year. She has been very active in the community over the last five years through her role as the Marketing Representative with Coca-Cola Bottling Company United here in Birmingham, AL. Although Ashlee was raised in Jacksonville, AL, she now considers Birmingham her home and enjoys working to make it the best city it can be.

#### **About Chris Miller**

Chris Miller has been involved with Fiesta since 2009 through his active role in assisting in the coordination of The Home Depot's involvement. Chris oversees the Fiesta Family Village, where families can enjoy the Fun Zone, which includes face painting, balloon artists, inflatables and children's performances, a Reading and Storytelling Tent, and a Building Together Tent. Chris is currently Manager for The Home Depot. In addition to Fiesta, he serves on the Junior Board for The Alabama Theatre.

#### **About Teresa Zúñiga Odom**

Teresa Zúñiga Odom is a founding board member of Fiesta and has been dedicated to growing the festival and its scholarship awards for the past 11 years. She lends her photography expertise each year to document Fiesta. She has worked for Alabama Power Company for 32 years. Mrs. Zúñiga Odom serves as Chairperson of the Board for HICA – Hispanic Interest Coalition of Alabama, on the advisory board of Leading Edge Institute (LEI), and the Oasis Counseling for Women & Children.

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 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." In return, Fiesta provides scholarships to Hispanic students to help them further their education in Alabama.

#### **About Fiesta**

**FIESTA 2013 - *Equality for All*** is a Hispanic Cultural Festival excited to celebrate their 11<sup>th</sup> year of bringing culture awareness to the Birmingham area. Fiesta's goal is "to educate the mainstream public about the many different Hispanic and Latin American 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 are not 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 and Latin Americans 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, our culture 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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