



# The National Cinco de Mayo Festival

A Maru Montero Dance Company Production



## MEDIA ADVISORY

### Latino D.C. Dance Company to Host 18<sup>th</sup> Annual National Cinco de Mayo Festival

*“Officially, Cinco de Mayo is a Mexican holiday, but we have turned it into a day of celebration for all Latinos living here and for all Americans who enjoy the culture,” said Festival organizer Maru Montero. “Our Festival is like the Latino St. Patrick’s Day. That’s why we say, ‘On Cinco de Mayo, everybody’s Latino!’”*

**What:** The Maru Montero Dance Company will host its annual FREE National Cinco de Mayo Festival on Sunday, May 2, 2010 to bring together people of all cultures to celebrate Latin American dance, music, and crafts. A stage will be set up for salsa, Mexican folk dancing, mariachi, and merengue performances. A children’s pavilion will host arts and crafts activities where kids can make piñatas, braid hair, build dancing puppets, and play *lotería* (Mexican bingo) to win prizes. Highlights of the day-long free festival include:



Photo by Leslie Esterrich-Betancourt

1. Dance performances including pre-Hispanic, folk, and salsa
2. Live musical performances
3. Children’s traditional arts and crafts
4. Mexican market
5. ORO SOLIDO MUSIC BAND

**When:** Sunday, May 2, 2010 from noon to 6 p.m. *RAIN OR SHINE!*

**Where:** National Mall. Sylvan Theater at the base of the Washington Monument, 15<sup>th</sup> Street SW and Independence Avenue SW, Washington, D.C., 20024. Take METRO to Smithsonian Station.

**Who:** The festival is organized by the Maru Montero Dance Company with support from Gold Sponsor McDonalds, Media Sponsor Telemundo, and Silver Sponsor MAYA Advertising & Communications.

**About MMDC:** Founded in 1992, the Maru Montero Dance Company (MMDC) has emerged as one of the finest and most popular Latin dance companies in the nation’s capital, performing Mexican folk, cha-cha, mambo, salsa, tango, and many other dances from Latin America. The company, founded by former Ballet Folklórico de México lead dancer Maru Montero, is a non-profit 501(c)3 corporation dedicated to promoting the joy and beauty of Latin culture in the United States. MMDC performs at various venues around the district and offers a wide selection of Latin American dance programs. Visit [www.marumontero.com](http://www.marumontero.com) for more information.

**To schedule an interview with Maru Montero, contact:**

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