



Council of Mexican Federations in North America

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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Thousands Expected at Fourth Annual COFEM Conference & Expo This Weekend

*Community Leaders, Elected Officials, and Policy Experts from the US
and Mexico Join Forces at Conference to Address Key Issues Impacting
the Latino Community*

*Special performances by La Costado band,
Jessie Morales, Carmen Jara and Victoria Ortiz*

Los Angeles, CA. – The Council of Mexican Federations (COFEM) prepares to host its 4th Annual Expo and Conference on August 13th and 14th at the historic Placita Olvera. The conference, “Helping Our Students Succeed: An Analysis of Latinos in Education” will focus on the challenges our students face in succeeding academically and what can be done as a community to address these challenges. Conference attendees will also hear from US and Mexican leaders on issues such as immigration, health, education reform, and others.

Expo Mexico COFEM 2011 is among the nation’s most important gatherings of the Latino and immigrant community. The conference incorporates important and informative sessions for Latino leaders to better understand the future of Latinos in America in a traditional and festive environment for the entire family. Elected officials and civic leaders from across California and Mexico, such as U.S. Congresswoman Lucille Roybal-Allard, the Governor of Chiapas Juan José Sabines Guerrero, State Assemblymembers Gil Cedillo, Julia Brownley, and Tony Mendoza, Los Angeles City Mayor Antonio Villaraigosa, LA City Council President Eric Garcetti, LA City Councilman Jose Huizar, and LA City Controller Wendy Greuel among others will speak on a range of topics impacting Latinos.

Principal sponsors have demonstrated strong support for the event and the Latino community. They include: **The Marguerite Casey Foundation, The California Endowment, La Opinion, Univision 34, Verizon, Anheuser Bush, First 5 L.A., the Service Employees International Service Union (SEIU) Local 99, SEIU ULTCW, and SEIU USWW, Los Angeles City**

Councilman Jose Huizar, 1 on 1 Academic Tutors, El Clasificado, State Farm, Aeroméxico, AT&T, Coca-Cola, Laborers' International Union of North America (LIUNA), Avina Wines, AEG, El Pueblo de Los Angeles, Goya, Rose Hills, Telefutera, Union Bank, Vons, WRadio 690AM.

The conference will be held on **Saturday from 9:00 to 11:00 a.m.** at the historic Pico House located at 430 N. Main Street and will be followed by a Call to Action, *Latinos Can Make A Difference* at 11:00 a.m. on the Los Angeles Street main stage. A ceremonial ribbon cutting will also be lead on the main stage by the Honorary Event Chair, City Councilman Jose Huizar at **12:00 p.m.** The festival with food, music, and entertainment will carry on from **11:00 a.m. to 8:00 p.m. on both Saturday and Sunday.**

The mission of the Consejo de Federaciones Mexicanas en Norteamérica (COFEM) promotes the advancement of the Latino community in North America through public policy advocacy, community organizing, leadership and organizational development, educational and cultural programs, and bi-national economic development.

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