



MEDIA ADVISORY

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For Immediate Release
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Governor of Mexican State of Michoacan To Kick Off Two-Day Mexican Cultural Festival, Sept. 22, in Bell Gardens

WHO/WHAT:

The governor of the Mexican state of Michoacan, Lazaro Cárdenas Batel, will join officials from the City of Bell Gardens to kickoff the 5th Annual “Festival Cultural Michoacano,” a celebration of the state’s contributions to Mexican arts & culture, music, dance and cuisine. The free two-day event is free and open to the public.



The lush Pacific Coast state of Michoacan is the winter home of the Monarch butterfly, the birthplace of well-known Mexican President Lázaro Cárdenas and home to 30 varieties of handicrafts, including works of copper, whose roots date back centuries. The Michoacano kitchen is widely credited with introducing the deep-fried pork platter *Carnitas*, the hominy dish *Pozole* and the corn gruel drink, *Atole*, to the Mexican cuisine. Michoacan is the largest producer and exporter of avocado in Mexico.

Event sponsors include the City of Bell Gardens, the Government of the Mexican State of Michoacan, the Association of Mexican Avocado Producers and Packers, the California Federation of Michoacanos, and the Council of Mexican Federations in North America (COFEM)

WHEN:

Saturday & Sunday, Sept. 22-23, 2007, 10 a.m. to 7 p.m.

WHERE:

Veterans Park
6662 Loveland St.
Bell Gardens, CA 90201

BACKGROUND:

Approximately 3-4 million Mexican immigrants from the State of Michoacan live in the United States and collectively send more than \$1.5 billion to family members in Mexico each year. Michoacano cultural festivals are held in Mexican communities throughout the country and allow Mexican nationals to celebrate the state’s rich cultural heritage. Governor Lazaro Cárdenas Batel is a member of a distinguished political family in Mexico: His grandfather, Lázaro Cárdenas del Río, served as president of Mexico in the 1930s; and his father, Cuauhtémoc Cárdenas Solórzano, has been a presidential candidate on three occasions and was the first democratically elected mayor of Mexico City.

About the California Federation of Michoacanos

The California Federation of Michoacanos is a nonprofit organization based in Los Angeles established with the purpose of reuniting and coexisting with the Michoacan community in Mexico and promoting the culture and traditions from Michoacan, as well as projects in its communities of origin.

About COFEM

COFEM is a nonprofit organization serving the immigrant community since 2004. Its mission embraces a community centered approach to promote the advancement of the Latino community through public policy advocacy, educational and cultural programming, strategic mobilization, community organizing, and bi-national economic development. COFEM serves the immigrant community and hundreds of immigrant-based organizations from across the nation.

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