



CITY OF SAN ANTONIO
**CENTER CITY DEVELOPMENT
& OPERATIONS DEPARTMENT**

FOR IMMEDIATE RELEASE

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**Mission Marquee Plaza Celebrates Hispanic Heritage Month With An Outdoor Film Screening of
“Selena” The Movie and Vitrina Latino Music & Culture Festival**

SAN ANTONIO (Sept. 19, 2016) – On Saturday, Sept. 24, 2016 the stage and screen of the Mission Marquee Plaza, located at 3100 Roosevelt Ave. will light up in celebration of Hispanic Heritage Month from 3:00 p.m. to midnight. The Festival is presented by the City of San Antonio Center City Development & Operations Department in partnership with Vitrina Latino Music & Culture Festival.

“San Antonio is a city filled with immense artistic talent, culture and history” said District 3 Councilwoman Rebecca J. Viagran. “I invite the entire community to experience through music, art and film the contribution of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.”

Highlights of the event include an outdoor screening of the “Selena” movie, performance artists, Latino cultural demonstrations, expert panel presentations as well as food and drink vendors. Music headliners include Isabel Marie Sanchez, Volcàn, and Mariachi Las Alteñas. Vitrina will also feature organizations serving the Latino community. All events are free and open to the public.

There will be a Selena Look-A-Like Contest taking place before the screening of the film which begins at dusk. The contest is open to all ages, but entrants must be in costume and lined at the stage entrance no later than 6:30 p.m. Judges will pick the top contenders and crown the winner who most closely resembles the spirit and appearance of the legendary Tejana singer. First place will receive a surprise giveaway.

In partnership with the Mission Branch Library, *Vitrina Latino Music & Culture Festival* will welcome the first in a pair of panels, *Trovadors – San Antonio’s Trios*, will explore the rich stories of the people, places, sounds and influence of the Alamo City’s roving troubadours known as “trios”. The second panel of educators and filmmakers, *The Movie Pipeline*, identifies educational opportunities to learn about the craft of filmmaking. Along the same line, previews of upcoming Latino films will share the screen prior to the “Selena” movie.

“The goal of Hispanic Heritage Month is to engage the community in a celebration of San Antonio’s rich cultural heritage,” said Ramiro Salazar, Director of the San Antonio Public Library. “The San Antonio Public Library values partnerships and is happy to collaborate with the City of San Antonio Center City

Development & Operations Department and Vitrina Latino Music & Culture Festival on this exciting inaugural event.”

In conjunction with the panel discussions, a demonstration tent will also provide the opportunity for interactive arts displays and will host a cultural presentation, *The Mechanics of Mariachi*, where Mariachi will be examined as a complex cultural art form. The live musical demonstration will include a description of the different duties that Mariachi plays in serving our community and will examine the individual components of the music that together make a Mariachi.

“Along with our private and nonprofit partners, I am incredibly proud to bring *Vitrina* to life for San Antonio,” stated Enrique Cortez, founder and director of Vitrina. “My immense gratitude goes to the phenomenal staff and management of the Mission Marquee Plaza and the Mission Branch Library. Vitrina is intended to give everyone a deeper understanding and a fresh perspective on the Latino culture while honoring our traditions and celebrating the Latino community.”

Mission Marquee Plaza was acquired by the City of San Antonio in 2007, and has gone through several renovations that include a mural re-creation project that was completed by the City in 2013. Since then, the City has coordinated several popular events at this historic venue for the entire community.

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One San Antonio

Diverse, internationally connected and globally competitive, San Antonio has a vibrant culture and economy and is consistently ranked among the fastest-growing cities in the United States. America's seventh-largest city offers opportunities in industries ranging from bioscience, financial services, aerospace, cybersecurity, energy and transportation manufacturing to healthcare. In 2016, San Antonio was named an All-America City by the National Civic League. We are "Military City USA," home to crucial military commands supported by a patriotic citizenry. We welcome 32.5 million visitors annually who inject \$13.4 billion annually into our economy, and UNESCO recently designated the city's Spanish colonial missions as a World Heritage Site. Celebrating its 300th anniversary in 2018, San Antonio is a city with a storied past and an even brighter future. For more information, visit www.sanantonio.gov.

About VITRINA

Vitrina is a series of events celebrating the mezcla of Hispanic culture, music, art and film found in South Texas and throughout the nation. As a core value, Vitrina holds an all-embracing sensitivity for the arts and ideas, with Hispanic culture and ideals weaved throughout the event. Vitrina will exemplify the meaning of Latino roots by demonstrating our warmth, inclusiveness and ambition. The team assembled to bring Vitrina to the world includes seasoned veterans of large-scale events and advocates of the creative arts in San Antonio. Vitrina is created and led by Enrique Cortez, President of Enitial Advanced Communications. A continuously innovative and passionate advocate for the arts in San Antonio, Andy Benavides, of 1906.studio, serves as the festival's creative director.