



Media Release

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For Immediate Release

## **17<sup>th</sup> Annual Viva Aztlan Festival**

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LUBBOCK, Texas (January 28, 2011) – The 17<sup>th</sup> Annual Viva Aztlan Festival will be held at the Lubbock Memorial Civic Center Theatre, 1501 Mac Davis Lane, Friday, March 11<sup>th</sup> and Saturday, March 12<sup>th</sup>.

The festival consists of Folklorico and Mariachi competitions, workshops and a concert. The general public is invited to all competitions, the Folklorico showcase and Mariachi concert.

The Folklorico competition will begin Friday afternoon. The Folklorico showcase featuring Edinburg Parks and Recreation Folklorico Dance Team from Edinburg, Texas, along with several local Mariachi groups, will perform at 7pm on Friday evening.

On Saturday, the adult Folklorico competition will begin at 1pm. The Mariachi concert featuring Mariachi Los Arrieros from El Paso, Texas, will begin at 7:30pm.

Admission prices are \$7 before 5pm and \$10 after 5pm. Tickets can be purchased at the door.

For more information, exact event times and a full event schedule, contact Zenaida Agüero-Reyes at 806-252-2828 or [vivaaztlan@sbcglobal.net](mailto:vivaaztlan@sbcglobal.net), or visit [www.vivaaztlan.org](http://www.vivaaztlan.org).

Visit Lubbock is Lubbock's official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2001, Visit Lubbock has booked more than 1,900 conventions, resulting in 1.03 million visitors, 236,000 room nights, and \$109.1 million in direct economic impact to the Lubbock

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