



MEDIA ALERT
For Immediate Release

“Fiestas Patrias” and “Viva Los Dodgers” draw record crowds and successful results

All Access Entertainment produces two key L.A.-area Latino festivals over September 18-19 weekend that deliver over 300,000 Latino consumers to event sponsors

September 29, 2010, Los Angeles, CA -- The last of Southern California’s mid-September weekends celebrating Mexican Independence Day saw All Access Entertainment (AAE) produce two hugely popular outdoor concert festivals that drew over 300,000 Angelinos to two of the most famous venues in Los Angeles – downtown’s historic Olvera Street Plaza and Dodger Stadium. Both “Fiestas Patrias California” at Olvera Street and “Viva Los Dodgers” at Dodger Stadium courted the Latino consumer with cultural fare celebrating the 200th anniversary of Mexican independence as well as leading Latin music stars, interactive sponsor exhibits, great food and free admission.

Each event attracted record crowds and delivered overwhelming sponsor results.

Sept 16th



**POWER TO YOUR LATINO
CUSTOMERS!**

Mexican Independence Day (September 16th), is known as “Fiestas Patrias” and is one of the most important days on the SoCal cultural calendar. The holiday, and the weekends surrounding the date, serve as thematic cornerstones for savvy marketers looking to reach Latino consumers. AAE’s grassroots festivals tie L.A.’s Latino communities together and most feature regional Mexican music from popular local musical acts and free family admission.

At Olvera Street’s FIESTAS PATRIAS CALIFORNIA, Ralph’s Grocery Company distributed over 120,000 samples from its nationally recognized brand partners such as Dove Soap, Kraft, and Mission Foods. Wrigley’s introduced a new flavor of its Orbit gum by handing out 45,000 samples and Sears On-line activated over 320 new customers. Event regulars T-Mobile and CHASE also activated hundreds of new accounts while Nickelodeon’s “Dora The Explorer” celebrated her 10th birthday with an exhibit and animated character appearance. City Councilmember Jose Huizar greeted constituents and introduced entertaining musical acts from Telemundo’s TV 52 Stage. The festival ran both Saturday and Sunday.



L.A.'s iconic Mexican Independence Day festivities continued on Sunday at Dodger Stadium as AAE produced the Dodger's annual Latino fan appreciation Day called VIVA LOS DODGERS. This was the final Viva event of a 13-event series of pre-game stadium parking lot festivals featuring sponsored exhibits, team merchandise, player appearances and musical performances. Running from April through September, the Sunday home game series featured the likes of Carlos Santana's son Sal Santana, up and coming new artist Debbie Nova, established L.A.-based musicians Yolanda Perez, Sonsoles and former *Rebelde* Diva Dulce Maria.

AAE was retained by the Dodgers to produce the "Viva" series when the team became an official sponsor of Fiesta Broadway, the largest single "Cinco de Mayo" festival in the world which AAE produces annually through the streets of L.A. Fiesta marks the kick-off of the city's many "Cinco de Mayo" festivities and along with Miami's "Calle Ocho" festival, is generally regarded as one of the largest outdoor cultural festivals in the nation themed to the Latino culture and consumer. Sponsors seeking to reach their Latino customers through grassroots marketing exhibits make sure they have a presence at Fiesta Broadway each year so that they get their brands in the hands of the over 500,000 Latinos who attend the festival each year.



All Access Entertainment is a minority-owned event production company based in Los Angeles specializing in the Latino market. For more information on how AAE can help you reach your Latino customers please contact Peter Bellas at (310) 914-8308 or via e-mail at Peter@Allaccess.LA

L.A.'s "Cinco" Celebration!