Mariachi Vargas de Tecalitlán is celebrating its 110th anniversary. The group has recorded more than 60 CDs and has been featured in more than 200 films.

A world-renowned mariachi group is heading for American Bank Center's Selena Auditorium on Saturday as part of the Coastal Bend Area Mariachi Festival, a celebration of Mexican cultural arts through mariachi music.

Mariachi Vargas de Tecalitlán, celebrating its 110th anniversary during the festival, has recorded more than 60 CDs and has been featured in more than 200 films.

The group also has recorded with hundreds of musicians including Latin artist Luis Miguel on his Grammy award-winning CD “Mexico en la Piel” with Linda Ronstadt during her “Canciones de Mi Padre” tour and featured in “Mariachi: The Spirit of Mexico” on PBS.

“This is cultural education,” said Juan Jose Sanchez, Din del Mariachi coordinator. “It’s not just four fat guys singing at a restaurant anymore.”

The festival, promoting higher education among Hispanic youths, also brings 35 competing ensembles from across the state and New Mexico and 49 vocalists.

Student mariachis will participate in Dia del Mariachi workshops during the event and compete for a chance to be a part of the opening act for the Mariachi Vargas de Tecalitlán concert.

“We have full ensembles in classical music style,” Sanchez said. “It’s a great style of music and performing art.”

One high school performing at the event, Zapata High School, is known to be the best in the nation, Sanchez said.

“We’ve got everything here. We’ve covered all of our bases,” Sanchez said. “It is wonderful to bring a cultural art to South Texas.”

Sanchez said the best part of his job is helping the public understand this style of music, which he adores.

“I am not a musician, or a singer,” Sanchez said. “I just love to listen to the music.”