



23 De Noviembre 2008

THE

# Entertainer

*Mariachi Vargas*

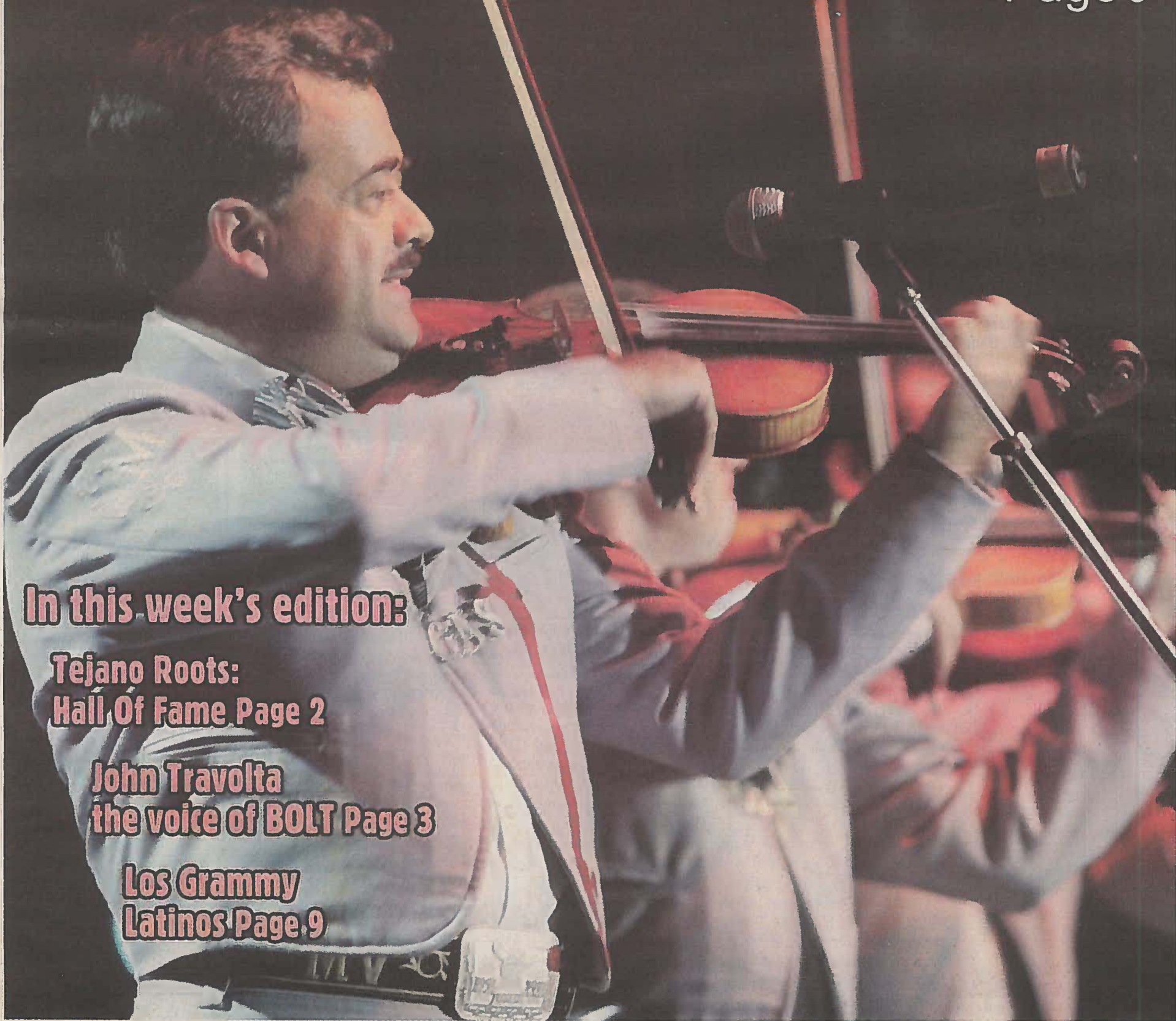
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## Mariachi Vargas

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LA PRENSA DE SAN ANTONIO

Noviembre 23, 2008

# Mariachi Vargas Extravaganza promotes cultural preservation among youth

By Alicia Conde

The "World's Best Mariachi," Mariachi Vargas de Tecalitlán, will serenade aficionados at the San Antonio Municipal Auditorium on Saturday, December 6, as a grand finale to the 14th Annual Mariachi Vargas Extravaganza.

This weeklong music festival, is Texas' largest and longest running music event of its kind where thousands of students participate in mariachi music workshops, group competitions, and vocal competitions. According to the event producer, Cynthia Muñoz, all workshops are sold out with a total of 1,000 students registered.

In addition to the mariachi music, competitions and workshops, the seven-day extravaganza, running from November 30 through December 6, includes student mariachi serenades on the River Walk, a mariachi-themed art ex-



(Photo courtesy)

hibit, a Mariachi Vargas lecture and new this year, a book signing and reading by J.D. Smith, the author of the children's book entitled, "The Best Mariachi in the World."

The seven-day event will commence with an opening mariachi

mass at the historical San Jose Mission on Sunday, November 30. More than 15,000 people are expected to participate in the extravaganza's events throughout the city that following week.

This Texas-sized mariachi celebration "focuses on promoting education and cultural preservation among young people, especially our Hispanic youth," says Muñoz.

The reason why this event became so popular is probably due to the workshops conducted by members of Mariachi Vargas. Students from universities all over the country, including Harvard, sign up for these workshops in hope to learn from the best in the world. Due to the vast number of registered students, in addition to the Mariachi Vargas members, workshops are also taught by local San Antonio professionals. This year, a total of 50 local instructors were hired to share their expertise with young aspiring mariachi students.

Another incentive for students participating in the extravaganza is the chance to be one of the chosen few to perform before Mariachi Vargas to be judged, a college scholarship, and the opportunity to open for Mariachi Vargas and perform live in front of thousands of people, should they win the competition. Just sharing a room with the world's best in their genre must be exhilarating for such students.

Even professional mariachi musicians sympathize with these young students, as is the case for Ismael "Mel" Espinoza, violinist of San Antonio-based Mariachi Oro y Plata, who said, "For all of us mariachis, Mariachi Vargas is considered the best in the world, simply because they were pioneers—they are the ones who set the standards and schooling of mariachi music."

As for the producer of this event, Muñoz says, "With over 10,000 students enrolled in mariachi music programs throughout San Antonio's schools, colleges and universities, we are really proud that this event serves as an avenue to showcase that talent."



(Photo courtesy)

Join us for this spectacular event!



### EXTRAVAGANZA

THE LARGEST MARIACHI MUSIC FESTIVAL OF ITS KIND IN THE U.S.  
NOV. 30 - DEC. 6, 2008

#### SCHEDULE OF EVENTS

- MARIACHI MASS | 11.30.08 | SAN JOSE MISSION\*
- OFFICIAL KICK-OFF | 12.01.08 | ST. ANTHONY HOTEL
- NOCHE DE ARTE | 12.02.08 | CENTRO CULTURAL AZTLAN\*
- NOCHE DE CULTURA | 12.03.08 | INSTITUTO CULTURAL DE MEXICO\*
- SERENATA EN EL RIO | 12.04.08 | THE RIVERCENTER MALL LAGOON\*
- MARIACHI PRESENTATION | 12.04.08 | TRINITY UNIVERSITY
- MARIACHI GROUP COMPETITION | 12.05.08 | MUNICIPAL AUDITORIUM
- MARIACHI VOCAL COMPETITION | 12.06.08 | MUNICIPAL AUDITORIUM
- MARIACHI BOOK READING | 12.06.08 | BORDERS AT THE QUARRY
- MARIACHI VARGAS CONCERT | 12.06.08 | MUNICIPAL AUDITORIUM

The 14th Annual Mariachi Vargas Extravaganza is a production of MPR-Muñoz Public Relations. Call 225.3353 or go online to mariachimusic.com for a complete listing of events.

\*Free to the public

**MARIACHI VARGAS**  
DE TECALITLAN  
MORE THAN 100 YEARS AND FIVE GENERATIONS

EL MEJOR MARIACHI DEL MUNDO  
IN CONCERT ONE NIGHT ONLY WITH THE UTSA SYMPHONY ORCHESTRA

SAN ANTONIO MUNICIPAL AUDITORIUM  
SATURDAY, DECEMBER 6, 2008 - 7:30 P.M.

PURCHASE YOUR TICKETS TODAY AT [ticketmaster](http://ticketmaster.com)  
VISIT [MARIACHIMUSIC.COM](http://MARIACHIMUSIC.COM) FOR MORE INFORMATION



(Photo courtesy)