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## **New music video “Op-Ed” challenges Alabama crisis and launches “Start the Truth” campaign**

### **FOR IMMEDIATE RELEASE:**

San Jose, Ca. November 28, 2011. The Mexican Heritage Corporation, a non-profit community based content company, today released a music video Op-Ed through its online portal, [www.vivafest.org](http://www.vivafest.org), and social media, in response to recent anti-Latino legislation enacted in the state of Alabama. The Op-Ed anchors a national “Start the Truth” campaign designed to balance the national conversation about Latinos with content that is accurate, relevant and positive. “Start the Truth” is the latest expression of arts advocacy by the Silicon Valley Latino organization, and combines new media with music and historic photographs to comment on the Alabama situation.

"Recent legislation passed in Arizona and now Alabama targets Latinos, and Latino arts and education providers such as MHC. Copycat legislation has been introduced in over twenty states, including California. As an organization dedicated to creating and distributing content to celebrate our heritage and bring Latino children out of poverty, we have a dog in this fight. We'll counter discrimination which places children and youth at risk and use the tools provided under the Constitution to reveal the common ground this racist legislation seeks to destroy," stated Marcela Davison Aviles, MHC CEO and Executive Producer.

The Op-Ed uses editorial montage of historical research and news photos with the iconic music of the American south, and was produced by an all Latino team of creative and post-production staff including video editor Sally Perez, Milagro Marketing LLC and Ms. Davison Aviles. The video is available on [Vivafest.org](http://Vivafest.org), along with an arts advocacy tool kit with information and links to other non-profit and to legislators in California and Alabama.

**About ;VivaFest! and Mexican Heritage:** With a mission to affirm, celebrate and preserve the rich cultural heritage of the Mexican community and showcase multicultural arts within the region and nationally, MHC is a developer, producer and distributor of community-based content through its online portal VivaFest.org and education website [mhcviva.org](http://mhcviva.org). MHC also presents and produces a vibrant array of multi-disciplinary arts programs in theatre, dance, and music education and in the visual arts. To learn more visit <http://www.vivafest.org> and [www.mhcviva.org](http://www.mhcviva.org).

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