

**¡VivaFest! Announces National Call for Artists  
for the Bay Area Premiere of  
*Mariachi Arcoiris (Rainbow Mariachi)*  
To Perform October 25 at Dia San Jose**

*San Jose, CA – September 15, 2014 --- VivaFest! today announced a national call to LGBT artists/musicians to become part of its Bay Area inaugural *Mariachi Arcoiris* --- Songs in the Hue of Mexico. The first-ever ‘Rainbow Mariachi’ will perform at the October 25 *Dia de Los Muertos*.*

Any musician wishing to participate in the Bay Area premiere of this mariachi group, comprised of musicians who are lesbian, gay, bi-sexual, transgender, is invited to submit an up-to-60-minute video, or a link to a youtube video, to [info@mhcvida.org](mailto:info@mhcvida.org) .

A twelve-member ensemble of musicians will be chosen from those applications by a juried panel of reviewers. The twelve will perform as the *Mariachi Arcoiris* at their debut performance on Saturday, October 25 at the *Dia San Jose* Festival in St. James Park, San Jose, California.

*Dia San Jose*, is San Jose's celebration of the Mexican tradition called *Dia de los Muertos*. The day-long event is presented in 2014 by Experience Electric and is the final event of two days of cultural activities commencing with a visual arts exhibition and light show at the San Jose City Hall Rotunda. The *Mariachi Arcoiris* will perform for the first time.

This debut performance of the *Mariachi Arcoiris* is made possible by a grant from the Horizons Foundation, as well as support from the National Endowment for the Arts, the City of San Jose, The National Endowment for the Arts, The Tom Kat Charitable Trust and the Mexican Heritage Corporation.

For more information email [info@mhcvida.org](mailto:info@mhcvida.org) or call 408 920 6071.

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**About Mexican Heritage Corporation:**

The mission of the Mexican Heritage Corporation is to celebrate and preserve the rich cultural heritage of Mexico in the U.S. and showcase multicultural arts in the region. MHC achieves its mission by providing heritage arts education programs and presenting VivaFest, Silicon Valley's annual festival of Latino heritage arts and education. Visit us online at [www.vivafest.org](http://www.vivafest.org).