

DATE: December 3, 2014

CONTACT: Bob Gonzales, Trustee@mhciviva.org

Mexican Heritage Corporation Receives National Endowment for the Arts Grant
Grant to support 2015 ¡VivaFest!

San Jose, CA. — National Endowment for the Arts (NEA) Chairman Jane Chu announced today that Mexican Heritage Corporation is one of 919 nonprofit organizations nationwide to receive an NEA Art Works grant. MHC is recommended for a \$20,000.00 grant to support the 2015 VivaFest! Mexican Heritage Festival and Mariachi Conference.

VivaFest! is San Jose's signature Latino cultural destination and mariachi education conference, presenting a multi-disciplinary schedule of education, visual and performing arts events that illuminate Mexico's heritage and the contributions of Mexican Americans.

NEA Chairman Jane Chu said, "I'm pleased to be able to share the news of our support through Art Works including the award to Mexican Heritage Corporation. The arts foster value, connection, creativity and innovation for the American people and these recommended grants demonstrate those attributes and affirm that the arts are part of our everyday lives."

"For over 24 years VivaFest, through its mariachi conference and cultural events, has celebrated San Jose's and America's Mexican heritage," stated MHC CEO and Executive Producer Marcela Davison Aviles. "We are so honored to receive this prestigious and extremely competitive grant award from the National Endowment for the Arts. This validation of MHC's arts education mission is critical to our continued work to make heritage music instruction and performance accessible to San Jose school children."

Art Works grants support the creation of art, public engagement with art, lifelong learning in the arts, and enhancement of the livability of communities through the arts. The NEA received 1,474 eligible applications under the Art Works category, requesting more than \$75 million in funding. Of those applications, 919 are recommended for grants for a total of \$26.6 million.

For a complete listing of projects recommended for Art Works grant support, please visit the NEA website at arts.gov. Follow the conversation about this and other NEA-funded projects on Twitter at [#NEAFall2014](https://twitter.com/NEAFall2014).

About Mexican Heritage Corporation: The mission of the Mexican Heritage Corporation is to educate through the preservation and celebration of the rich cultural heritage of Mexico and our multicultural community. Visit us at www.vivafest.org.

###