



For Immediate Release:
September 1, 2021

Contact: Jessica Watson
ArtWalk & Fiesta Cultural Coordinator, Lane Arts Council
541-912-6669 (not for public) or artwalk@lanearts.org

Celebrating Latino/a/x Arts, Culture, and Heritage in Lane County

The 7th annual Fiesta Cultural highlights in-person and virtual fall events

Fiesta Cultural is Lane County's largest celebration of Latino/a/x arts, culture, and heritage featuring in-person and virtual programs and events happening throughout Lane County from September to December. An initiative led by Lane Arts Council to highlight Latino/a/x artists and connect our communities through the arts, Fiesta Cultural engages all of Lane County through multicultural programs, activities, and events produced by the community. In 2019, Fiesta Cultural did just that, featuring a kick-off event with almost 2,000 attendees, and engaging the public in over 40 multicultural events.

In response to the COVID-19 pandemic, Lane Arts Council and Fiesta Cultural co-leaders have pivoted to provide events and programming online, in person, and sometimes both. Many events now include live-stream components, and in-person experiences will require attendees to practice social distancing and wear a face mask.

"Although we are disappointed, we are not able to gather again for the big kick-off event, we learned a lot last year about how the festival can still be successful, providing opportunities to safely participate in programming. Despite not being able to meet in person, Fiesta Cultural still featured approximately 40 virtual and/or COVID-compliant activities in 2020, rivalling the number we saw in previous years," expressed Fiesta Cultural Coordinator Jessica Watson. "Fiesta Cultural is even more accessible now that many events and activities are virtual or include virtual components."

Lane Arts Council Executive Director, Stacey Ray: "Community members have shared how much they appreciate that Fiesta Cultural creates welcoming opportunities to bring people of different cultures and backgrounds together. Even though we can't gather together in the same way as usual, we have all come up with new ways for folx to connect through the arts and celebrate Lane County's multicultural diversity. This feels especially important right now."

Fiesta Cultural Pop Up at the First Friday ArtWalk

September 3rd, 5:30-8pm

Downtown Eugene – Kesey Square and the Streatery

Due to increased cases of COVID-19, Lane Arts Council and City of Eugene Cultural Services have scaled back to a smaller event in place of the usual kick-off. This event, occurring as part of the First Friday ArtWalk, will feature:

- Community art activity with Jen Hernandez Art and take-home art kits
- Music by Mariachi Monumental in the Streatery, starting at 5:30pm
- Mini Whiteaker Community Market featuring local artists

- Comics and graphic novels from Books with Pictures, in English and en Español, with Latinx protagonists by Latinx creators
- Bright and whimsical cartoons and illustrations by Erick Wonderly Varela in the Broadway Commerce Center, 44 W Broadway
- Food for purchase at the Morelos food cart

Fiesta Cultural Events September through December

Fiesta Cultural will feature dozens of virtual and in-person cultural events throughout the fall highlighting Latino/a/x artists and celebrating the diversity of Latino/a/x arts and culture in Lane County. Events include art exhibitions, theatre, art kits, music and dance performances, classes and workshops, presentations, and cultural celebrations, such as Día de los Muertos. New events will be added continuously throughout the fall. Some highlights include:

- September 10th: Hispanic Heritage 2021 in Springfield (presented by Noche Cultural & Eugene Arte Latino)
- October 2nd-October 16th: Two Virtual One-Act Plays by José Cruz González: Watermelon Kisses & Marisol's Christmas (presented by UO University Theatre)
- November 20th: Tish Hinojosa Trio Benefit Concert for Centro Latino Americano (Community Center for the Performing Arts)
- Mid-September through November 7th: El Día de los Muertos in Springfield (Springfield Public Library & Springfield History Museum)

For more information and to view the full listing of Fiesta Cultural events, visit lanearts.org/fiesta-cultural

Fiesta Cultural is presented by Lane Arts Council with the partnership and support of numerous businesses, organizations, and artists. Special thanks to Fiesta Cultural sponsors: *The Oregon Health Insurance Marketplace (OregonHealthCare.gov)*, *Oregon Arts Commission*, *Law Offices of Lourdes Sánchez*, *City of Eugene Cultural Services*, *Jordan Schnitzer Museum of Art*, and *Hecht & Norman*. *This project is supported in part by the National Endowment for the Arts.*

Thank you to our community partners: *La Qué Buena*, *La E-Kiss*, *Centro Latino Americano*, *Huerto de la Familia*, *Downtown Languages*, *Salseros Dance Company*, *League of United Latin American Citizens of Lane County*, *Eugene Arte Latino*, *Bailamos!*, and *KLCC*.

About Lane Arts Council

Lane Arts Council is a nonprofit organization that works to cultivate strong and creative arts communities throughout Lane County. They provide high-quality arts experiences, engaging people of all ages in arts education and encouraging artistic endeavors.

Enclosure: Fiesta Cultural handbill and logo

###



Fiesta Cultural



Una celebración del arte, la cultura, y el patrimonio Latino

A Celebration of Latino/a/x Arts, Culture, & Heritage

septiembre a diciembre | September to December

Fiesta Cultural es una serie de eventos y programas, en persona o virtual, por todo el Condado de Lane | *Fiesta Cultural is a series of events and programs (in-person and virtual) throughout Lane County:*

- **celebraciones culturales** *cultural celebrations*
- **música y baile** *music and dance*
- **actividades para niños** *kids activities*
- **talleres** *workshops*
- **exposiciones de arte** *art exhibitions*
- **teatro** *theater*
- **presentaciones** *presentations*



Tish Hinojosa



Mariachi Monumental



Watermelon Kisses, por/by José Cruz González



Día de los Muertos, Springfield

Una lista completa de eventos / full event list: lanearts.org/fiesta-cultural

Patrocinadores/Sponsors:



Socios de la comunidad/Community Partners:



This project is supported in part by the National Endowment for the Arts.

541-485-2278 | lanearts@lanearts.org

