

¡LAS ESTRELLAS DEL FESTIVAL
DEL MARIACHI & FOLKLORE,
PHOENIX 2024!



Olivia Calderón



MARIACHI SONIDO DE MÉXICO



MARIACHI RUBOR



MARIACHI ESTRELLA DE MEXICO

1ST ANNUAL PHOENIX
**MARIACHI & FOLKLORICO
FESTIVAL**

SATURDAY, MARCH 2, 2024

SPECIAL GUESTS MARIACHI SONIDO DE MEXICO & OLIVIA CALDERON

Herberger Theater Center
222 E. Monroe St, Downtown Phoenix

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C.A.L.L.E. DE ARIZONA

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VANESSA RAMIREZ

President

I am delighted to extend a heartfelt welcome to the inaugural Phoenix Mariachi and Folklorico Festival, presented in collaboration with The Herberger Theater and C.A.L.L.E. de Arizona. It fills me with joy to inaugurate this event, marking the beginning of a new tradition nestled in the heart of Phoenix.

As we gather to celebrate, I am reminded of the profound responsibility to honor the legacy of our esteemed founders, Mr. Joe Garcia and Mr. Eddie Encinas. Their vision inspires us to embrace and cherish the rich cultural heritage we share.

The arts serve as a bridge, uniting our community and fostering unforgettable moments of connection. Tonight, we embark on a journey through the vibrant tapestry of Mexican culture, led by talented musicians, singers, and dancers who embody the spirit of tradition and innovation.

To our sponsors, patrons, board members, performers, volunteers, and the dedicated team at the Herberger Theater Center, I extend my deepest gratitude. Your support fuels our mission and makes this evening possible.

C.A.L.L.E. de Arizona, formerly known as C3HR, stands committed to nurturing a positive community environment, celebrating the beauty of Mexican culture, preserving a legacy of excellence, nurturing leadership among our youth, and championing education. Proceeds from this event will contribute to our scholarship fund, empowering latino students to pursue their academic goals.

As the curtains rise and the music fills the air, may you find joy in the celebration and inspiration in the cultural tapestry we weave together. We eagerly anticipate the opportunity to welcome you back next year, as we continue to grow and evolve. If you would like to be involved in our mission please reach out to us.

Warmest regards,

Vanessa Ramirez

President C.A.L.L.E. de Arizona



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VANESSA RAMIREZ

Presidenta

Me complace extender una cálida bienvenida al primer Festival de Mariachi y Folclórico de Phoenix, presentado en colaboración con el Teatro Herberger y C.A.L.L.E. de Arizona. Me llena de alegría inaugurar este evento, marcando el inicio de una nueva tradición arraigada en el corazón de Phoenix.

Al reunirnos para celebrar, me recuerda la profunda responsabilidad de honrar el legado de nuestros estimados fundadores, el Sr. Joe García y el Sr. Eddie Encinas. Su visión nos inspira a abrazar y apreciar la rica herencia cultural que compartimos.

Las artes sirven como puente, uniendo a nuestra comunidad y fomentando momentos inolvidables de conexión. Esta noche, nos embarcamos en un viaje a través del vibrante tapiz de la cultura mexicana, liderado por talentosos músicos, cantantes y bailarines que encarnan el espíritu de la tradición y la innovación.

A nuestros patrocinadores, patrocinadores, miembros de la junta directiva, artistas, voluntarios y al dedicado equipo del Centro Teatral Herberger, les expreso mi más profundo agradecimiento. Su apoyo alimenta nuestra misión y hace posible esta noche.

C.A.L.L.E. de Arizona, antes conocido como C3HR, se compromete a fomentar un entorno comunitario positivo, celebrar la belleza de la cultura mexicana, preservar un legado de excelencia, fomentar el liderazgo entre nuestros jóvenes y promover la educación. Los ingresos de este evento contribuirán a nuestro fondo de becas, empoderando a estudiantes latinos para perseguir sus metas académicas.

Mientras se levantan las cortinas y la música llena el aire, que encuentren alegría en la celebración e inspiración en el tapiz cultural que tejemos juntos. Esperamos con ansias la oportunidad de darles la bienvenida nuevamente el próximo año, mientras continuamos creciendo y evolucionando. Si desean participar en nuestra misión, por favor contáctennos.

Atentamente,

Vanessa Ramirez

President C.A.L.L.E. de Arizona

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¡Bienvenidos!

Welcome to the inaugural Mariachi and Folklórico Festival at the Herberger Theater Center! Tonight we celebrate the vibrant tapestry of culture as we come together through the joyous rhythms of music and the graceful movements of dance.

We invite you to immerse yourselves in the rich traditions and colorful expressions that define mariachi and folklórico. From the soul-stirring melodies of the mariachi bands to the captivating performances of folklórico dancers, each moment promises to be a celebration of cultural heritage and artistic excellence.

But beyond the music and dance, this festival is a realization of the mission of the Herberger Theater Center as we engage the community through diverse arts experiences that create connections, and cultivate understanding among people of different backgrounds and traditions.

Let us raise our voices in song, let us move to the rhythms of the dance, and let us celebrate the beauty of diversity that enriches our lives and strengthens our communities. Together, we can create a world where every culture is honored, every voice is heard, and every heart is touched by the power of music and dance.

I'm so grateful for the partnership with C.A.L.L.E de Arizona and for Maestra Vanessa Ramirez and her extraordinary work in putting this show together. I'm also thankful to the Herberger Theater Center Board of Directors for supporting this program and the scholarships for future leaders in our community. And I'm grateful to all of you for attending this celebration of heritage and community. Please remember that you are always welcome at the Herberger Theater Center!

Enjoy the show!

Mark Mettes
President & CEO
Herberger Theater Center

HERBERGER
THEATER CENTER





C.A.L.L.E. DE ARIZONA

CULTURE ● ARTS ● LEADERSHIP ● LEGACY ● EDUCATION

WHO WE ARE

C.A.L.L.E de AZ, Inc. is a 501(c)(3) organization committed to celebrating and preserving the vibrant traditions of Mexican culture. Through captivating artistic expressions, we foster a deep appreciation for Mexico's heritage and promote cultural pride. Our mission extends beyond producing Mariachi and Folklorico events, nurturing leadership skills among youth and emphasizing the value of education. We unite communities in joyous celebrations, strengthening connections and enriching lives through shared experiences. As a cultural cornerstone, we instill a sense of belonging and unity, contributing to the vibrant tapestry of the Phoenix Valley community.

C.A.L.L.E de AZ has a history of delivering enriching educational experiences to our community, building upon the legacy of our founding members, Mr. Eddie Encinas and Mr. Jose Garcia. Noteworthy highlights include hosting vibrant workshops in both Mariachi and Folklorico Dance, empowering local youth through educational initiatives.

Our hallmark event, the enduring Mariachi and Folklorico Festival, annually unites over 1,500 attendees, igniting a collective celebration of Hispanic Heritage within the city of Chandler and now expanding to Downtown Phoenix. This cultural extravaganza also contributes to the local economy by driving patrons to nearby businesses surrounding the iconic venues, Chandler Center for the Arts & Herberger Theater Center.

In 2016, we proudly earned the accolade of Phoenix New Times' "Best of Phoenix," reflecting our commitment to excellence. Our esteemed President garnered numerous awards and recognition for her invaluable contributions to the local arts community.

The year 2021 brought further distinction, as our President, Vanessa Ramirez was named one of the esteemed "Women of Chandler" for her profound impact through C.A.L.L.E. de ARIZONA. Additionally, the Arizona Dance Coalition honored us with the first ever "Creating Connections" award, and April 29, 2021, (International Dance Day) was proclaimed Vanessa Ramirez Day by Phoenix Mayor Kate Gallego acknowledging the transformative influence of our event on the community.

Our achievements emphasize our commitment to cultural enrichment and community bonds, driving us to enhance our dedication as C.A.L.L.E. de AZ. We've helped many local youth pursue higher education through our scholarship fund.



VANESSA RAMIREZ

President

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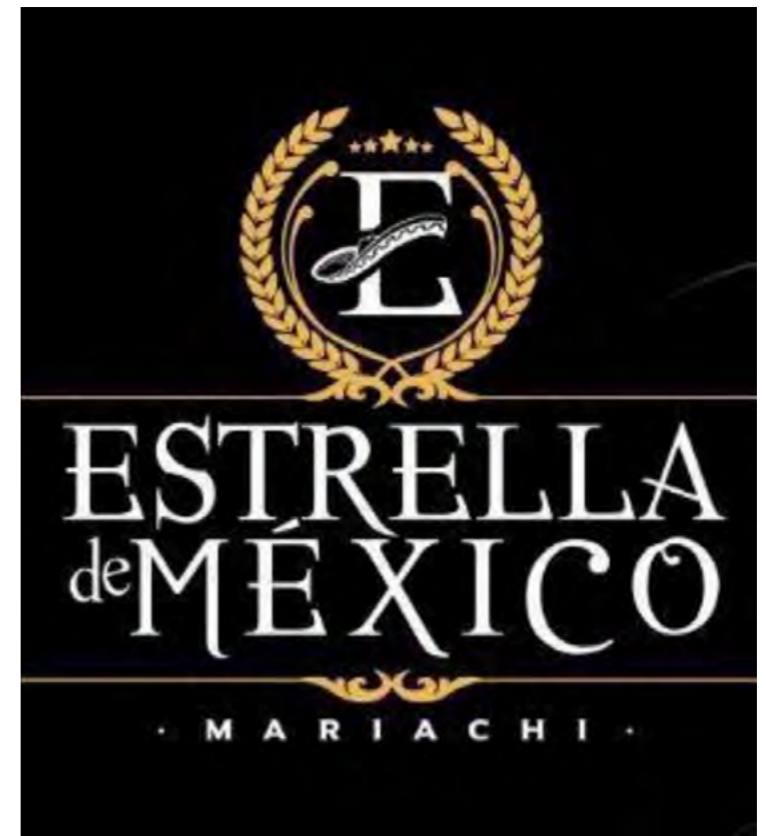
CONTACT

SONJA CUNNINGHAM

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“The Greatest Mariachi in The World”

Mariachi Estrella de México was established in June 2008 in Guadalajara, Jalisco, Mexico, by the Alfaro Brothers: Ricardo, Martin, and Manuel. Fueled by a deep passion for mariachi music and a patriotic commitment to represent Mexican culture and heritage, the group began with ten musicians, aiming for the pinnacle of success.

Initially, they faced skepticism, but their perseverance, dedication to study, and musical preparation won them popularity. Family support and unity among members were instrumental in achieving their goals. Their breakthrough came when they were invited to the XV International Encuentro de Mariachi y Charrería in Guadalajara, followed by a debut performance at the Degollado Theater alongside the Philharmonic Orchestra of Jalisco.

In 2009, after a successful national tour, they became the Official Mariachi of the "Lujan en Vivo" television program, ultimately signing a three-year contract with TELEvisa. Their discography includes five albums, including "UN SUEÑO HECHO REALIDAD", "BICENTENARIO DE MÉXICO", "LA LLAMADA DE MI EX", "SOY DE JALISCO", and the latest, "QUE Lindo es México" featuring musical arrangements by Alberto Alfaro, Jordan Alfaro, Santiago Contreras, and Ricardo Alfaro.

Their music is available on Spotify and iTunes. Mariachi Estrella de México has performed at renowned venues like the Diana Theater, Galerias Theater, Degollado Theater, Telmex Auditorium, and the National Auditorium, becoming a cherished symbol of Mexican music and culture nationally and internationally.



MARIACHI SONIDO DE MEXICO

This acclaimed ensemble consists of college students and seasoned professionals, boasting performances at prestigious festivals and conferences worldwide, including El Encuentro Internacional del Mariachi y la Charrería (Guadalajara, Jalisco), Rosarito Beach Mariachi Festival, Albuquerque Mariachi Espectacular, C.A.L.L.E. de AZ Mariachi and Folklorico Festival, and their hometown's Tucson International Mariachi Conference.

Mariachi Sonido de México has proudly shared stages with mariachi legends such as Mariachi Vargas de Tecalitlán, Mariachi Sol de Mexico, Mariachi Nuevo Tecalitlán, and Mariachi Los Camperos. They've accompanied esteemed soloists like Nydia Rojas, Shaila Durcal, Rafael Negrete, Lupita Infante, and Ana Barbara.

For over a decade, Mariachi Sonido de México has nurtured the youth mariachi community through their MY Music Foundation, providing music scholarships and instruments to aspiring students. Their highly successful Mariachi Extravaganza Concert Series at the Gaslight Theatre has garnered widespread acclaim.

Under the direction of Andrea Gallegos Morales and the musical guidance of Alberto Jimenez Maeda, Mariachi Sonido de México celebrates 25 years as Tucson's premier mariachi ensemble, committed to preserving and honoring the music and culture of Mexico. ¡Sí señor!



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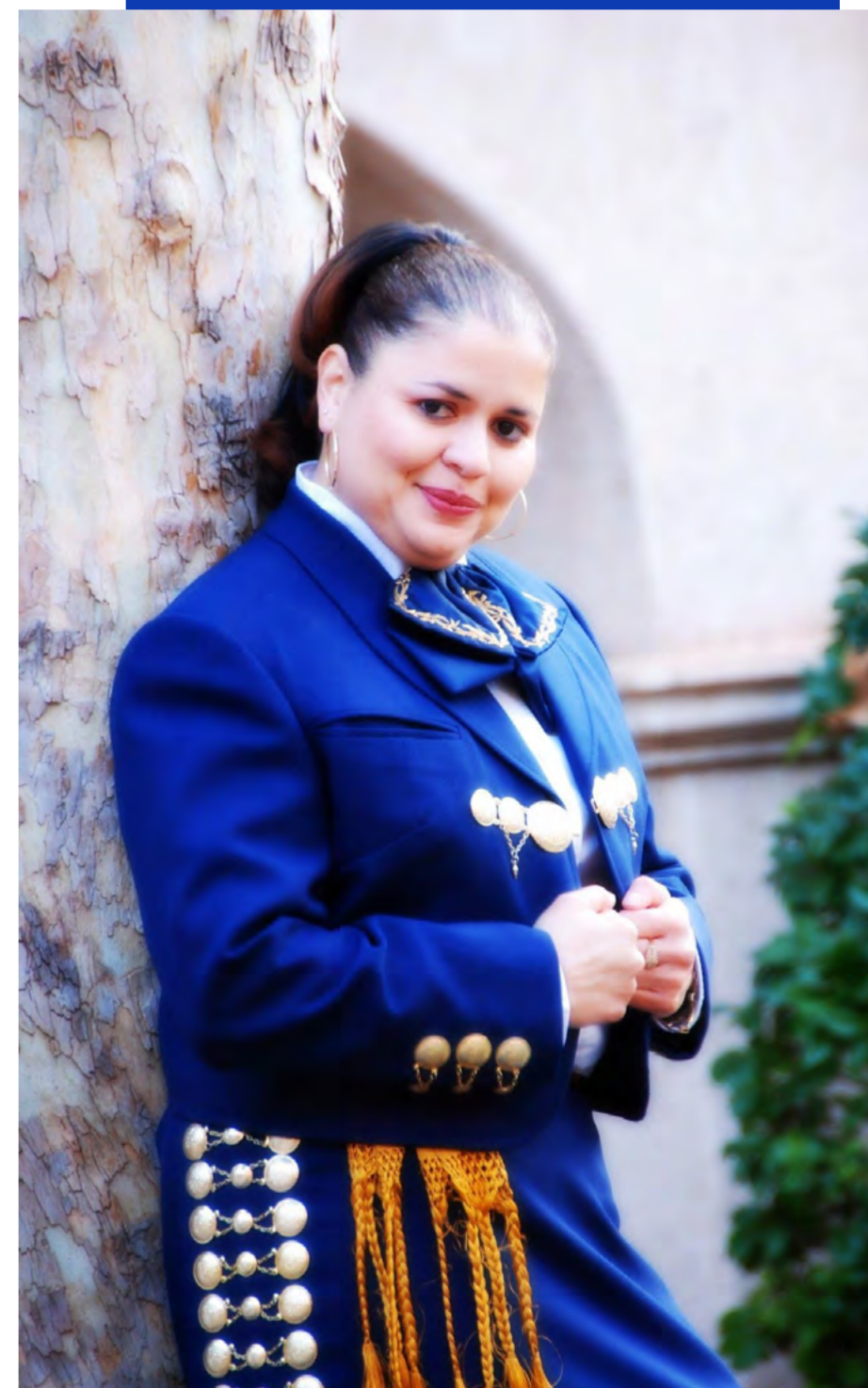
OLIVIA CALDERON



A local talent with global acclaim, began her singing journey at the age of 8, mastering the guitar and captivating audiences by 11 at Fiesta's Patrias in her hometown of Eloy. As Assistant Director of her Church's Mariachi group, mentored by Ramon Acuña, she honed her skills and later graced stages as far as Beijing, China. Olivia generously volunteers to teach Mariachi classes at Eloy Jr. High, alongside her Band Director Germain Corriero, and performs for events supporting military families.

In recent years, Olivia's talents have shone on TV shows like La Reina de la Canción and America's Got Talent, earning her standing ovations from audiences and judges alike. Her features in magazines and the book "Spirit of Arizona" by Michel F Sarda attest to her growing influence. A highlight of her career includes singing on stage and recording with the legendary Latin singer, Little Joe.

A graduate of Northern Arizona University, Olivia holds degrees in Musical Performance and Criminal Justice. Her remarkable vocal range and unwavering passion have garnered recognition from industry professionals and government branches alike. Balancing her musical dreams with her role as a Detention Transport Officer with the Tempe Police Department, Olivia finds solace in music, often using her voice to calm chaos at work. A proud Latina, Olivia sings from the depths of her soul, touching hearts wherever her voice reaches.





YOUR
GROWTH,
OUR
PURPOSE



Mariachi Rubor

FORMED IN 2012 IN THE VIBRANT CITY OF PHOENIX, ARIZONA, MARIACHI RUBOR IS A MUSICAL ENSEMBLE PROUDLY REPRESENTING THE RICH HERITAGE OF MEXICAN CULTURE.





COMPRISED OF TALENTED MARIACHICAS FROM DIVERSE CULTURAL AND MUSICAL BACKGROUNDS, MARIACHI RUBOR INFUSES THEIR PERFORMANCES WITH A UNIQUE BLEND OF TRADITION AND INNOVATION. WITH MEMBERS HOLDING ADVANCED DEGREES IN FIELDS RANGING FROM MUSIC TO EDUCATION, FINANCE TO LAW ENFORCEMENT, MARIACHI RUBOR BRINGS A WEALTH OF EXPERTISE TO THEIR CRAFT, ALONGSIDE A STEADFAST DEDICATION TO COMMUNITY AND SERVICE.

MARIACHI RUBOR HAS GARNERED SPECIAL RECOGNITION FOR THEIR OUTSTANDING CONTRIBUTIONS TO THE MARIACHI COMMUNITY, PARTICIPATING IN RENOWNED INTERNATIONAL MARIACHI AND MUSIC FESTIVALS. THEY HAVE GRACED THE STAGE ALONGSIDE ESTEEMED MARIACHI GROUPS FROM AROUND THE WORLD, SOLIDIFYING THEIR REPUTATION AS AMBASSADORS OF AUTHENTIC MEXICAN MUSIC AND CULTURE.



Ballet Folklórico Quetzalli-AZ



 1829 S. Horne Street, Ste 15
Mesa, AZ 85204  480.579.3800  vanessa@bfq-az.org  www.bfq-az.org

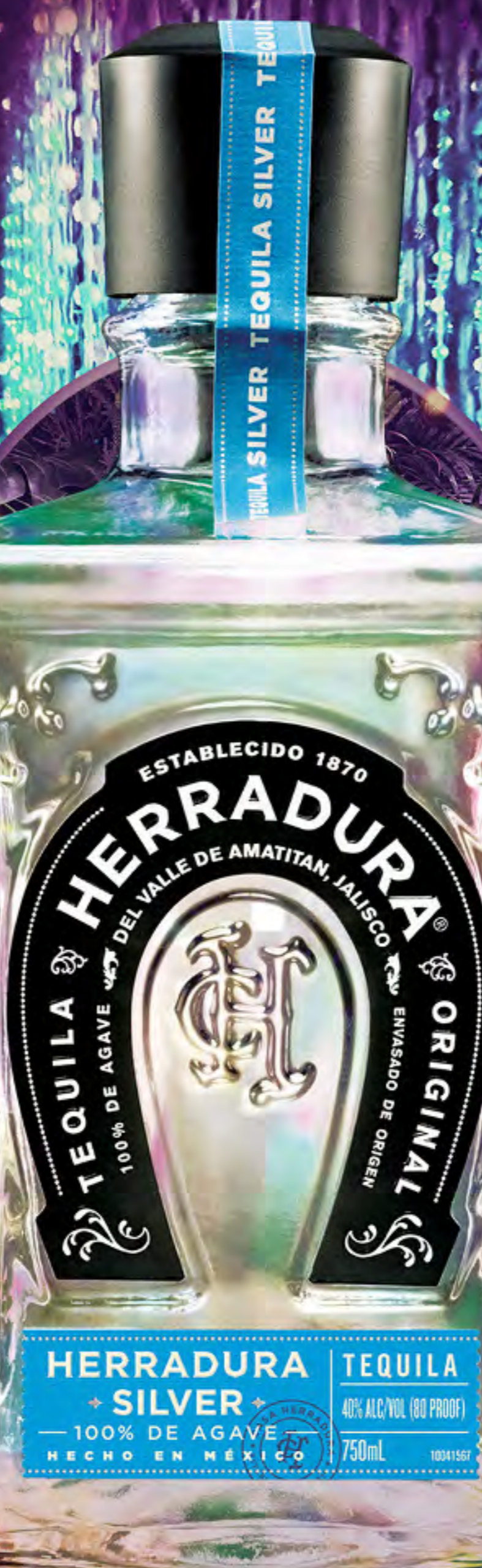
Ballet Folklórico Quetzalli-AZ of Chandler, Arizona is a dynamic non-profit dance organization celebrating the colorful traditions of Mexican folkloric dance. Under the direction of Vanessa Ramirez, the group began as a recreational class at the City of Chandler's Snedigar Recreation Center.

Recently celebrating their 15th Anniversary, this dance company has grown tremendously and has a distinguished reputation. They have performed in world-class venues and events. The dance company has worked with Grammy-Award winning Artists such as Lila Downs, Aida Cuevas, Mariachi Los Camperos. BFQ-AZ has also accompanied the most renown mariachi groups such as Mariachi Nuevo Tecalitlan, Mariachi Vargas, Mariachi Garibaldi, and Mariachi Sol de Mexico.

They are rooted in tradition and supporting their community. Performing in events around the valley such as the Cultural Coalition's Dia de Los Muertos Festivals, Desert Botanical Gardens, Herberger Theater's Festival of the Arts, City of Chandler's Annual Multicultural Festival and much more.

As one of very few East Valley folklorico groups currently operating, interest in the dance troupe has grown rapidly, Ballet Folklórico Quetzalli-AZ's students range in age from 3 to adult and enjoy an exciting and fun way to express themselves through dance and learn about Hispanic heritage.





TEQUILA HERRADURA

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DORA SERRANO

Singer-songwriter from Huatabampo, Sonora, discovered her passion for music at a young age influenced by a nun at her school.

At 11, she composed her first song, "El Decir Adiós" (Saying Goodbye), and later achieved first place in the elite category of the national rondalla competition with the University of Sonora.

She studied music production at G. Martell School in Mexico City, she performed for DIF in various cities throughout Mexico.

In 2014, she moved to Phoenix, Arizona, forming the Spanish rock/pop group "Séptima Ola" and gaining local popularity.

Currently, she continues her musical journey as a solo artist, participating in private events and festivals like Dia de Muertos at the Mesa Arts Center, The Herberger Theater and collaborating with Ballet Folklórico Quetzalli-AZ at the Chandler Center for the Arts, and the Desert Botanical Garden.



@dora_serrano85



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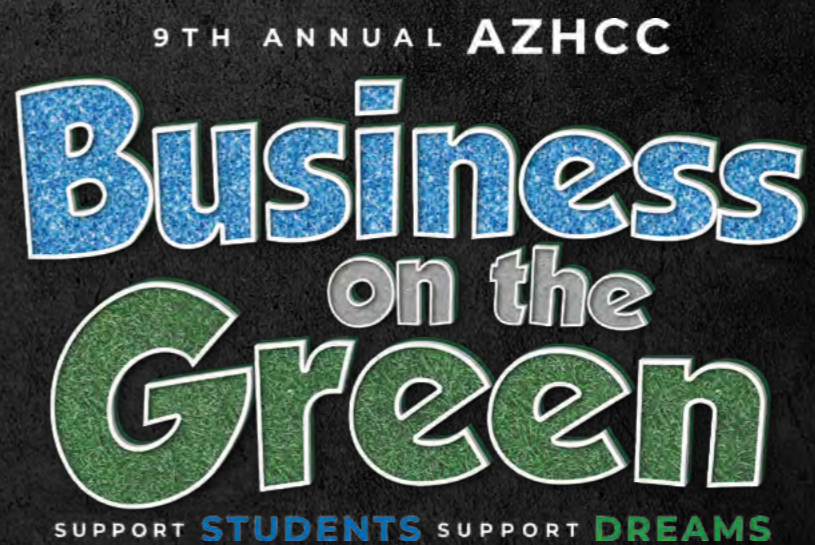


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**C.A.L.L.E.
DE AZ**



**HERBERGER
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C.A.L.L.E. DE AZ y el Herberger Theater están brindando becas para apoyar a los estudiantes latinos que cursan estudios superiores y al mismo tiempo promover los valores de la diversidad cultural y el respeto dentro de nuestra comunidad. La fecha límite para postular es el 23 de febrero. Las becas se otorgarán en el Festival de Mariachi y Folklórico el 2 de marzo.

C.A.L.L.E. DE AZ and the Herberger Theater are providing scholarships to support Latino students pursuing higher education while promoting the values of cultural diversity and respect within our community.

Scholarship recipients will be announced and presented this evening during the 1st Annual Phoenix Mariachi and Folklórico Festival.

Thank You To Our Scholarship Sponsors

Alan Augenstein
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SEASON

A photograph of a character dressed as the Mad Hatter, wearing a tall top hat and having long, flowing red hair and a beard. The character is in a dark, atmospheric setting with smoke and warm lighting. Several pocket watches are visible on the floor around the character.

Mad Hatter

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UPCOMING PROGRAMS:

April 6 – Jazz on the Pavilion

May 3 – Broadway Night

PERFORMANCE POP-UPS

FREE outdoor presentations that celebrate the depth and variety of Arizona's talent and provide high-quality music, dance, and theatrical programming in a safe and welcoming environment. The 60-minute performances are held on select Saturday evenings from 6pm-7pm, showcasing artists and performances that are diverse and reflective of our community.

JOIN US FOR AN UPCOMING PERFORMANCE POP-UP!

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GABRIEL BEY

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