

NEWS

For Immediate Release



5th Annual Fiesta Atlanta Partners with Atlanta Jazz Festival -- Cinco de Mayo event kicks off 31 Days of Jazz --

ATLANTA (April 13, 2011) – The fifth annual Fiesta Atlanta and the 34th Annual Atlanta Jazz Festival (AJF) are partnering for the second year on Sunday, May 1. Hosted by Lanza Group, LLC; Fiesta Atlanta will serve as the opening event for the '31 Days of Jazz,' which features live performances at various venues around the city. The Cinco de Mayo event celebrates Latino culture with a day-long music festival, and includes a Latin Jazz element.

"The Hispanic community in Atlanta is continually growing, and Latin jazz is a big component of our festival," said Nnena Nchege, Atlanta Jazz Festival Manager. "We are excited to partner with Fiesta Atlanta and increase our exposure with the Hispanic community."

Now in its 10th year, *31 Days of Jazz series* was created to engage residents throughout the month of May and set the stage for the free 2-day festival in Piedmont Park on May 28-29th. The celebration will culminate with a ticketed concert at Chastain Park Amphitheater on Memorial Day, May 30th

Fiesta Atlanta, the Southeast's largest Cinco de Mayo celebration, is a free, daylong festival that includes a full day of live Latin music on two stages, with national and local recording artists. The children's stage lineup includes lively, colorful acts including Mexican folkloric dancers, clowns, musicians and storytellers. Artists will be selling handmade traditional crafts while vendors will be selling delicious Latin foods. The festival's partners will provide samples of their products and interactive displays.

For a complete calendar of 31 Days of Jazz events, please visit www.atlantafestivals.com

About Lanza Group:

Lanza Group, LLC is an Atlanta-based Hispanic marketing, PR and events firm that provides bi-cultural marketing solutions; connecting marketers to Hispanics throughout the United States and beyond. Lanza Group produces Atlanta's official Cinco de Mayo celebration – Fiesta Atlanta, as well as Georgia's Hispanic Heritage Month kick-off celebration, Fiesta Georgia. For more information, please call 404.350.0200 or visit www.LanzaGroup.com.

About The Atlanta Jazz Festival

Produced by the City of Atlanta Office of Cultural Affairs, the Atlanta Jazz Festival strives to expose and entertain a diverse audience of jazz aficionados, young jazz enthusiasts and musical artists to the rich heritage the full scope of jazz as an authentic form of traditional music. For 34 years, the festival has brought to Atlanta world-renowned performers such as Herbie Hancock, Miles Davis, Etta James, Hiroshima, The Neville Brothers, Al Jarreau, Branford Marsalis & Winton Marsalis, Nina Simon and Dizzy Gillespie. The 2011 Atlanta Jazz Festival is a program of the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation and Cultural Affairs. For more information about the City of Atlanta, please visit www.atlantaga.gov or watch City Channel 26.

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