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**FOR IMMEDIATE RELEASE:  
May 3, 2010**

**AVENIDA GUADALUPE ASSOCIATION PRESENTS THE ANNUAL  
CINCO DE MAYO COMMEMORATION**

**May 5, 2010 – 9:00 am – Plaza Guadalupe  
1327 Guadalupe Street, San Antonio, TX 78207**

**San Antonio** – Consulado General de México en San Antonio Armando Ortiz-Rocha and District 5 Councilman David Medina will join the Avenida Guadalupe Association in holding the annual Cinco de Mayo Commemoration on May 5<sup>th</sup> at the historic Plaza Guadalupe in the heart of San Antonio's Westside.

The Commemoration program will include comments by the Consulado General, Councilman Medina, Avenida Board President Theodore S. Turner and Avenida President and CEO J. Oscar Ramirez as well as participation by the Instituto Cultural de México en San Antonio. Ana Celia Partida, Dean of Admissions/Associate Dean of the Universidad Autónoma de Guadalajara in San Antonio, will present a brief history of Cinco de Mayo. Acclaimed Mariachi Sangre Mexicana and the Guadalupe Cultural Arts Center's Guadalupe Dance Company will also perform.

“We believe the event is an important piece of both Mexican and American history. It is a chance to honor Mexican heritage and pride and is an important cultural opportunity to commemorate the Mexican Army's unlikely victory over the French forces, led by Texas-born General Ignacio Zaragoza, at the Battle of Puebla in 1862,” Ramirez said.

Cinco de Mayo recognizes the legendary and historic Battle of Puebla on May 5, 1862. General Ignacio Zaragoza led a small Mexican army of 4,500 against 6,000 French soldiers who had not lost a battle in 50 years. The battle ended in a victory for the Mexican army, and today Cinco de Mayo has become a time to celebrate Mexican heritage, pride and culture.

**About Avenida Guadalupe:**

Situated on San Antonio's Westside, the mission of the Avenida Guadalupe Association is to economically transform the lives of the Avenida neighborhood residents and businesses. We will accomplish this by: *Empowering our Community, Developing our Commerce, and Honoring our Culture.*

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