



City of Arts & Innovation

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Mariachi Music is Coming to Riverside!

Annual Mariachi Festival takes place at new location.

RIVERSIDE, CA –

On Saturday, November 10, the Parks, Recreation and Community Services Department along with Live Nation will host the annual Mariachi Festival at the Riverside Municipal Auditorium – 3485 Mission Inn Ave. (cross streets Lemon and Lime St.)

Nationally recognized mariachis, including Mariachi Los Camperos De Nati Cano, alongside the colorful dance steps of Ballet Folklórico performances entertain guests throughout the event. Vendors provide food and crafts that reflect the

cultural diversity of this innovative festival. The festival will be held from Noon to 10 p.m.

Tickets are available for purchase online at RiversideLive.com, any community center, or at the Parks, Recreation and Community Services Department located at 6927 Magnolia Avenue, 2nd Floor. Admission is \$20 per person, 12 and under are free!

Upgrade your ticket to include the VIP Experience! The VIP Experience includes access to the exclusive VIP Lounge, refreshments and no-host bar! The VIP Experience can be purchased at RiversideLive.com for \$30 per ticket with the purchase of the event ticket. The VIP Experience tickets may not be purchased separately and are available for purchase online only. Limited VIP tickets available.

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About Riverside

As the City of Arts & Innovation, Riverside, California is rich in history and culture, and is setting the pace in innovative practices for government, business and education. With a population of just over 300,000, Riverside is the largest city in the Inland Southern California region, the 12th largest city in California, and the 6th largest in Southern California. Riverside is home to four internationally recognized universities and colleges that support a growing college student population of nearly 50,000. Businesses and residents in Riverside benefit from city-owned electrical and water systems, high-speed fiber optic telecommunications, an easily-accessed freeway system, BNSF and UP rail access, and a large corporate jet and general aviation airport.

With standards of excellence in technology, workforce development, arts, innovation, education and social capital the City has been named America's #2 Hot Spot for Tech (Forbes, 2013); #6 Happiest Place for Young Professionals (Forbes, 2013); #3 'Can Do' Capital (Newsweek, 2011); and the 2012 Intelligent Community of the Year by the Intelligent Community Forum.

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