



MEDIA ALERT

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Cultural Festival Showcases Southwest's Best Tamales *Tamale-makers Throughout the State Share Best Homemade Recipes*

What: On Dec. 13 and 14, Arizona's finest tamale-makers will gather in downtown Phoenix to help celebrate traditional Mexican culture during Food City's 8th annual *Tamale Festival*.

This culinary food festival and fundraiser, which is **FREE** and open to the general public, takes place as many Hispanic families make their own homemade tamales for the holiday season.

Attendees will be able to taste and buy a selection of homemade tamales, as well as enjoy a variety of musical and family entertainment. Southwestern Latino arts and crafts will be on display and for sale. More than 40,000 people are expected to attend this two-day celebration.

Who: Dozens of tamale-makers from local faith-based groups prepare their tamales in church commissaries and then sell them at the Festival to fundraise for their organization. Last year, these groups sold more than 75,000 tamales.

When: **Saturday, Dec. 13, 2008, 10 a.m. to 6 p.m.**
Sunday, Dec. 14, 2008, 10 a.m. to 6 p.m.
*** Best Tamale Contest will take place at 2 p.m. on Sunday ***

Where: Cesar Chavez Plaza – Downtown Phoenix
201 W. Washington Street (on Washington, between 1st Ave. & 4th Ave.), Phoenix

Visuals: Attendees will experience:

- Tamale-makers from around the state proudly displaying and selling their homemade tamales;
- A diverse community tasting some of the best family recipes for tamales in the Southwest; and
- Cultural arts, crafts and entertainment to mark the holiday season.

Media Opps: Leading up to (and during) the *Tamale Festival*, Food City can offer:

- Interviews with Food City members, who can share step-by-step directions for how to prepare tasty tamales;
- Historical background on the cultural relevance of tamales in Mexican culture;
- Tamale recipes, including the traditional red and green and other sweet variations, like pumpkin; and
- Local tamale-makers who will compete in Sunday's Tamale Contest for top prizes, including a refrigerator, stove, microwave oven and Food City gift cards.

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