



Cinco de Mayo Planning Committee
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FOR IMMEDIATE RELEASE

Westwood community partners present “Cinco de Mayo en Westwood”

Community Partners in Southwest Denver join forces to create an event that reclaims the true narrative of Cinco de Mayo while honoring and preserving the cultural heritage of the Westwood community.

DENVER, CO 80219 - Westwood community partners present “Cinco de Mayo en Westwood” a community celebration on Morrison Road that will take place on **Saturday, May 7th, 2022 from 11am-6pm.**

This 2nd annual community celebration reclaims Cinco de Mayo by honoring the historical significance of the **Batalla de Puebla** and how it has created a sense of **unity and pride** for the Mexican/Mexican-American community.

This year's **FREE family friendly event** will take place across two blocks on Morrison Rd between Osceola St to Lowell Blvd and will feature an art show, lowriders, live music, cultural dance performances, lucha libre, local vendors, Mexican food and more.

The True Narrative of Cinco de Mayo:

Cinco de Mayo commemorates the Battle of Puebla that took place on May 5, 1862, where the Mexican people bravely fought the French army during the second French Intervention of Mexico. Cinco de Mayo **honors the resistance and courage of the Mexican people**, made up mainly of natives from Zacapoaxtla, Cuetzalan, Nauzontla, Tetela, Xochiapulco and Xochitlán, who despite having few resources and being outnumbered and outgunned by the invaders, managed to the battle victorious. **The victory of Cinco de Mayo became a symbol of sovereignty, dignity, identity, and pride for Mexicans, Mexican Americans, and Chicanos in the United States.**

During this time, California was experiencing a large influx of Mexican immigrants as a result of the gold rush. Faced with discrimination in this new country, these immigrants began to unify as "**Juntas**" as a way of advocating for themselves. When word of the Batalla de Puebla reached California, the Mexican/Mexican-American people rejoiced with admiration, seeing this battle as a **symbol of resistance and pride**, and prompting the first Cinco de Mayo celebration ever in Tuolumne County, CA just 3 weeks after the battle. Cinco de Mayo became an opportunity for Mexicans living in the US to celebrate their heritage, pride and culture from 1862 to today.

The original intent of Cinco de Mayo festivities was to celebrate resistance and pride, however over the years **this holiday has been hijacked and distorted by the commercialization and commodification of corporate America and Beer companies like Coors and Budwieser**. These companies often sponsored these celebrations, **reducing it to the "Cinco de Drinko" culture** that has come to define this holiday. The "Cinco de Mayo en Westwood" celebration seeks to reclaim the original sentiment of this holiday while honoring the resistance and the parallels that the Mexican-American community continue to face today in their **fight for sovereignty and self-determination**.

Event Highlights include:

ART SHOW: The Cinco de Mayo celebration will feature three different art exhibits within the D3Arts Gallery and Community Center at RISE Westwood. First, the **Revolutionary Art** Show will feature work by artists Spirit Hawk, Diego Flores and Josiah Lopez. Second, In Lak'ech Denver Arts will host two youth workshops prior to the event to contribute student work to the Cinco de Mayo Art Show. The first workshop will be led by local photographer Mateo Rodriguez who will lead the creation of a **youth photo exhibit** featuring work by Southwest Denver youth that highlights their own community and cultural identity. The second workshop will be led by local tattoo artist Isaac Lucero, who will work with youth on creating **papel picado made with traditional amate paper** that will be hung throughout the exhibit.

CULTURAL DANCE PERFORMANCES: The **In Lak'ech Denver Arts Youth Folklorico Dance** Team will present two performances that feature dances from the Mexican regions of Jalisco, Veracruz, and Puebla. **El Sangre de Mexico** will present three performances that feature dances from the Mexican regions of Sinaloa, Yucatan, Chihuahua, Jalisco, and Veracruz. **Kalpulli Tepeyollotl**, a traditional Mexica dance group, will offer the opening ceremony and will also present other dances throughout the event.

LIVE MUSIC brought to you by Radio Especial (Indie 102.3), Azteca Tires, DJ Konz, and MC Ben Chavez. Performances will include local bands **2MX2, Immigrant's Child, Luckiee B**, and traditional Mexican music by **Mariachi Denver** and **Mariachi Sangre Mexicana**.

LUCHA LIBRE is a form of Mexican wrestling characterized by colorful masks, rapid sequences of holds, as well as “high-flying” maneuvers. This year’s celebration will feature three high adrenaline matches by **Hugo’s wrestling crew of Luchadores**.

YOUTH ACTIVITIES: Two youth activities will be provided by community partner In Lak’ech Denver Arts. The first activity will be led by *Maribel* of Curious Paper and feature a **pinata making station**, the second activity will be led by local tattoo artist *Isaac Lucero* and feature a **“Dia de las Madres” card making station**.

LOWRIDERS: Cruising, while often stigmatized, has been a powerful form of artistic and political expression that has helped build resilience and resistance against a society that continuously suppresses the creativity and pride of People of Color. Most importantly, **Lowriding is founded on the values of community, support, and family.** In Southwest Denver, the history of Cruising stems back multiple generations and continues to this day. Colorfully airbrushed and pinstriped cars showcase powerful images that honor its rich Mexican indigenous ancestry while promoting unity and cultural pride. Lowriders at the event will be provided by local car clubs in Southwest Denver.

MEXICAN FOOD: There will be a great lineup of Mexican food options including an extensive **enchilada menu** from Kahlo's, **ceviche** from Mi Gusto Es, **oaxacan cuisine** from La Reyna del Sur, **handmade gorditas** from Irma Lopez, **salsas** from Mujeres Emprendedoras, **spicy chamoy** candies from Besitos Chamoy, **agua frescas**, desserts and chocolate from Cultura Chocolate and so much more!

LOCAL VENDORS: Local vendors will be showcasing their talent including local artist **Jose Mares**, **David Martinez** and **The Empress. Steadyhand Barbershop** will be offering free neck clean ups, and local **community organizations** will be offering information about their diverse community services. Full vendor line up can be found on the event website.

OTHER ACTIVITIES include a **Plant Sale** by Re:Vision, a **Bike Maintenance Workshop** by One Stop Bike Shop and Bicycle Colorado, and a **mobile health unit** by Servicios de la Raza.

ABOUT THE EVENT ORGANIZERS:

Cinco de Mayo Planning Committee: Hecho en Westwood is the umbrella organization for the Cinco de Mayo Planning Committee with the core planning committee partners including Cultura Chocolate, In Lak’ech Denver Arts, D3Arts, the Office of Councilwoman Torres and the Westwood Creative District. D3 Arts is the primary nonprofit fiscal sponsor for the 2022 “Cinco de Mayo en Westwood” event.



Hecho en Westwood: Hecho en Westwood is a collectively led, organized and operated community group that strives to preserve the cultural identity of their community by bringing in and keeping money in their local economy. Established in the midst of the COVID-19 pandemic, Hecho en Westwood began as a resource sharing network for Latinx/BIPoC owned food-based businesses, artists, and artisans that were predominantly based in Westwood. Today, Hecho en Westwood primarily operates as a registered neighborhood organization that is led by local community partners who collectively organize culturally relevant, community focused events that help create economic opportunities for our collective partners while uplifting the cultural roots of our local community.



D3 Arts: D3 saw the need for an art awakening in their communities to strengthen the cultural roots of its inhabitants. Every day, D3 wakes up to use art and culture to allow people to recover their true selves. D3 believes individuals are constantly rediscovering and recovering

identities, some that have been systematically stripped away. As a nonprofit focused on community health, D3 provides programs and services that will facilitate recovery for those that need it, a supportive community for those who lack it, and growth for all. By leaning on ancient and traditional values, D3 believes they can leverage the power of art and culture to unite those they serve in discovering, defining, and cultivating their authentic selves. When executed properly and facilitated by the depths of art's power, this cycle of discovery will create stronger individuals, healthier communities, and future generations grounded by ancient truths.

Community Partners & Sponsors: The community partners and sponsors for this event include BuCuWest, Westwood Unidos, Radio Especial, Sangre de Mexico, FirstBank, Connect for Health Colorado, Kahlo's Restaurant, Azteca Tires, Denver Department of Transportation and Infrastructure (DOTI), Re:Vision, Denver Street Partnership, the Empress, Servicios de la Raza and more.

MEDIA CONTACTS: Interested in covering the event? Reach out to one of the Cinco de Mayo planning committee partners below:

1. **Marianna Lucero:** Executive Director, In Lak'ech Denver Arts
(303) 726-9939, marianna@inlakechdenverarts.org
2. **Daisy Rocha Vasquez:** City Council Aide, District 3, Office of Councilwoman Jamie Torres
(720) 337-3333 Daisy.RochaVasquez@denvergov.org
3. **Santiago Jaramillo:** Director/Founder of D3Arts
(720) 412-2784, chimaltonalli1@yahoo.com
4. **Damaris Ronkanen:** Owner, Cultura Chocolate & Founder, Hecho en Westwood

(303) 552-4571, damaris@hechoenwestwood.com

Interested in Vending? There are limited vendor spaces available still. The vendor application can be found at bit.ly/CincoVendors or you can email vendors@hechoenwestwood.com

Interested in Sponsoring? Email the Cinco de Mayo planning committee at cincodemayo@hechoenwestwood.com to learn more about the different sponsorship opportunities

Interested in Volunteering? Please fill out the vendor registration form at bit.ly/CincoVolunteers

EVENT MAP:



MARKETING MATERIAL:

- Marketing Graphics: [Press Release Graphics](#)
- Webpage with other marketing assets: www.hechoenwestwood.com/cincodemayo