

## **21<sup>st</sup> Annual National Cinco de Mayo Festival 2013**

### **News and Social Media Coverage Extensive**

Coverage of the National Cinco de Mayo Festival in 2013 included wide exposure in all media, including television, all three major newspapers in the Washington, DC area, websites and social media.

The Washington Post had Page-One coverage of the Festival and a feature story in the Sunday Arts Section. Other mentions of the event were in the Weekend Section and Local Listings. The Post website had a beautiful slideshow of photos from the event.

The Washington Times covered the event in print and online, also with a slideshow. The Washington Examiner featured Festival organizer Maru Montero in one of its "Three-Minute Interviews" and covered the event in print and online.

The Washingtonian Magazine included the Cinco de Mayo Festival in its special issue on "Our Favorite Fairs and Festivals."

A crew from NBC 4 spent most of the day at the Festival and aired a story on May 5. WTOP was among the radio stations announcing the event.

USA TODAY named The National Cinco de Mayo Festival one of top 10 places to celebrate Cinco de Mayo in the United States.

Coverage in Spanish included our sponsors Univision and Telemundo, plus the top Spanish-language newspapers El Tiempo and Washington Hispanic.

Event listings were included in City Paper, Northwest Current, About.com and other websites.

Social media coverage included regular updates on Facebook and Twitter before and during the Festival.

## Links to Festival Stories

Washington Post slideshow: [http://www.washingtonpost.com/local/celebrating-cinco-de-mayo/2013/05/05/177bd0ae-b5cc-11e2-92f3-f291801936b8\\_gallery.html#photo=1](http://www.washingtonpost.com/local/celebrating-cinco-de-mayo/2013/05/05/177bd0ae-b5cc-11e2-92f3-f291801936b8_gallery.html#photo=1)

Georgetown: <http://www.georgetown.com/articles/2013/may/06/cinco-de-mayo-everybody-latino-photos/>

Washington Times: <http://www.washingtontimes.com/news/2013/may/5/swaying-to-hispanic-beat-on-the-mall/>

Washington Examiner: <http://washingtonexaminer.com/cinco-de-mayo-to-be-celebrated-on-the-mall/article/2528835>

# The Washington Post

Showers 65/57 • Tomorrow: Breezy, rain 67/59 • DETAILS, B6

MONDAY, MAY 6, 2013

MD DCVA M2 V1  
washingtonpost.com • \$1.25

## Europe's carbon market prices bust

Change in prices for  
carbon credits imperils  
market in climate change

ANTHONY FAIOLA

As the centerpiece of a market to lead the global effort to curb climate change, the European Union's carbon market for carbon emissions has turned into a market of volatility that could be as turbulent as gold or oil. But the market's pollution trade here has turned into a carbon bust. The system, 31 nations have set emission limits on more companies and issued permits that could be traded to meet their new caps. More efficient ones can sell excess carbon credits, while inefficient ones were bought more. By August, the price for carbon emissions had soared above \$40 a ton, high enough to become

As bright as a spring day



BILL O'LEARY/THE WASHINGTON POST

Allison Jaimeos, 4, of Northern Virginia displays her skirt while waiting to perform at the National Cinco de Mayo Festival on the Mall on Sunday. She is part of the Monarca Dance Ensemble, a children's Mexican dance group. Cinco de Mayo is a Mexican holiday, but the District's annual festival celebrates the holiday.

## Strikes in Syria stoke tension

ASSAD REGIME  
BLAMES ISRAEL

Iranian missiles said  
to be target of air raid

BY ABIGAIL HAUSLOHNER  
AND WILLIAM BOOTH

BEIRUT — The regime of Syrian President Bashar al-Assad warned Sunday that a series of powerful Israeli airstrikes near the Syrian capital opened the door to "all the options," underscoring the possibility that Syria's civil war could spill across regional borders.

Assad's cabinet held an emergency meeting Sunday after explosions lit up the sky on the outskirts of Damascus on Friday and early Sunday.

# Arts

SUNDAY, MAY 5, 2013



PHOTO COURTESY OF GARY JEAN PHOTOWORKS AND IRIS BENNETT

**'MAKE A PARTY': The Maru Montero Dance Company will host their annual Cinco de Mayo festival on the Mall on Sunday.**

## THE GATE

The saying is, "On Cinco de Mayo, everybody's Latino!" For more than two decades, the Maru Montero Dance Company has hosted an annual May 5 festival to commemorate Mexico's victory in the 1862 Battle of Puebla during the Franco-Mexican War. The free day-long celebration on the Mall, featuring music, dance and crafts, is "a chance to make a party, and it's a family party," says Maru Montero, the dance company and festival founder. She calls it 100 percent cultural and open to Washington's diverse array of Latin Americans. "After the winter, this is perfect," Montero says.

- 5 Costume changes for the Maru Montero Dance Company. These include men in mariachi suits with silver buttons and wide-brimmed hats who change into white cotton pants and loose guayabera shirts. The women change from ranchera long skirts with colorful ribbons into long white Veracruz dresses with black aprons.
- 7 Types of music and dances performed, including mariachi, hip-hop, banda, salsa, cumbia, merengue and folk.
- 8 Latin American countries represented. Performers hail from Mexico, where the holiday originated, as well as Brazil, Peru, El Salvador, Guatemala, Panama, Bolivia and Cuba.
- 21 Years since the festival began with a handful of school celebrations. After performances at community centers and the Kennedy Center, the festival moved to the Mall in 1998 and has grown to include nearly 20,000 people.
- 1990 Maru Montero began her Columbia Heights-based company to promote Mexican and Latin American dance. It includes children's programs, community outreach and professional dancers. Members perform at schools, libraries and festivals, and annually at agencies during Hispanic Heritage month, which begins Sept. 15.
- 151 Years since the Cinco de Mayo battle in which outgunned Mexican troops prevailed against occupying French forces. The victory was a tremendous source of pride and helped slow French troops en route to Mexico City.

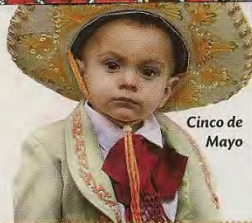
— Lonnae O'Neal Parker



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# WASHINGTONIAN

MAY 2013



Cinco de Mayo

court features kebabs, vegetarian dishes, and desserts by some of Washington's best Turkish restaurants. Be sure to visit the Coffee Tent to try traditional Turkish coffee and have a fortuneteller read your destiny from the grinds.

**NAT TOWN BRANDAU**  
ANNE ARUNDEL COUNTY  
FAIRGROUNDS  
[barbayq.com](http://barbayq.com)

Barbecue aficionados, this is for you. The main event is a typical festival, with 44 bands on three stages (from country to folk to Christian rock) plus kiddie diversions such as moon-bounces and balloon artists. The real ticket? Time your visit for the People's Choice Contest, Saturday from 2:30 to 5, when, for an extra \$10 or \$45 (VIP), you can sample barbecue pulled pork from about 50 teams. **ADMISSION:** \$10; under age 12 free.

**MAY 18-19**  
**WINE IN THE WOODS**  
COLUMBIA  
[wineinthewoods.com](http://wineinthewoods.com)

Pop, rock, Motown, and blues take the stage at this fest in Symphony Woods park, where more than 30 Maryland

harvest for sampling artisan and craft vendors, listen in on seminars, and try wine-friendly fare such as gourmet grilled cheese and crab dip. Saturday's tasting ticket includes lawn admission to an evening concert featuring the Band Perry at Merriweather Post Pavilion next door. **ADMISSION:** Saturday, \$35 in advance, \$40 at the gate; \$25 for designated drivers and ages 3 through 20. All tickets \$5 less on Sunday.

**JUNE 15**  
**BREAUX VINEYARDS  
CAJUN FESTIVAL**  
PURCELLVILLE  
[breauxvineyards.com](http://breauxvineyards.com)

The good times start with a winetasting and roll all day at this festival where acres of vineyards are the backdrop to the pile of crawfish on your plate. The family-friendly event includes hayrides through the grapevines, food and craft vendors, and dancing to live Zydeco

## 4 More Cultural Happenings

**1. National Cinco de Mayo Festival**  
MAY 5 / NORTHWEST DC  
Food, games, music, and dance—cha-cha to salsa—on the Mall.

**2. Colonial Highland Gathering**  
MAY 18 / FAIR HILL, MD.  
Try Scottish dance steps, watch bagpipe and sheepdog-herding demonstrations, and marvel at the colorful parade.

**3. Baltimore/Washington One Caribbean Carnival**  
JULY 13-14 / BALTIMORE  
Saturday's lively parade kicks off two days of music—think steel-band, reggae, and soca—plus food and crafts.

**4. VietFest / AUGUST 24-25 / ALEXANDRIA**  
A Miss VietFest pageant, a *pho*-eating contest, a Ping-Pong tourney, lion dancing, and Vietnamese food from three regions.

PHOTOGRAPH OF CINCO DE MAYO BY NESTOR'S BURRUTELER; CREATIVE COMMONS; OXTORBEREST BY BILL TOWNSEND



# The Examiner

WASHINGTON

THURSDAY, MAY 2, 2013

## LOCAL NEWS

### THE 3-MINUTE INTERVIEW

#### Maru Montero

Montero is the founder of Maru Montero Dance Company, which is organizing a free Cinco de Mayo Festival on Sunday from noon to 6 p.m. On the National Mall between Eighth and 12th streets near the Smithsonian Metro station, the event is being billed as "Latin America's Family Reunion," with music, dancing, pinatas and art exhibits.



**What's happening?** Every year it's a free event for the whole family. Arts and crafts for the whole family. We have Eileen Torres with the salsa dancers. When they finish, the next band is ready, and boom — the band is playing. We stop, we teach the crowd a little bit about what salsa is all about. It's constantly like that, and we have five bands. We always try to do collaborations with the musicians and the other dance companies, as well. We represent as many cultures as we can. It's 100 percent cultural. It's not commercial. That's one of the things we're proud about.

**What cultures will be represented?** We try to represent the Aztecs, and we have some people coming from Guatemala and representing the Mayans. There's a lot of fusion. It makes it more interesting.

**What's there to eat?** There's going to be Mexican food, and there're also stands from the National Park Service. Everyone is welcome to bring their own picnic.

**What can people do there?** We'll have dance contests. It could be formal, it could be informal. It depends what kind of crowd we have. Sometimes we have gift cards for Target. We give out hats because the hats are popular.

**How many people will be there?** Last year [I] think that we had 15,000.

— Eric P. Newcomer

5 THURSDAY, MAY 2, 2013

washingtonexaminer.com • THE WASHINGTON EXAMINER



EN EL NATIONAL MALL, DC

# Celebran XXI Festival Nacional del Cinco de Mayo



La compañía de Maru Montero es considerada una de las compañías de danza más populares de América en la capital del país.

FOTO: LESLIE ESTERRICH-BETANCOURT

## REDACCIÓN WASHINGTON HISPANIC

La Compañía de Danza Maru Montero celebrará su veintiuno Festival anual en conmemoración del Cinco de Mayo, el domingo 5 de mayo desde el mediodía hasta las 6:00 p.m. para celebrar la danza, música, artesanías y artistas visuales.

El espectáculo en vivo incluirá salsa, bailes folklóricos mexicanos, mariachis y arte visual en el National Mall entre las calles 8 y 12 SW DC.

Esta será la ocasión perfecta para reunirse con personas de todas las culturas y celebrar la



Oficialmente, el cinco de mayo es una fiesta mexicana, pero lo hemos convertido en un día de celebración para todos los latinos que viven aquí y para todos los estadounidenses que disfrutan de la cultura", dijo el organizadora del festival

**MARU MONTERO.**

danza, música y artesanía latinoamericana.

En el pabellón infantil habrá actividades de artesanía y oficios, donde los jóvenes puedan aprender a hacer piñatas, trenzar cabello, construir títeres de baile y jugar lotería para ganar bonitos premios.

Entre las actividades del festival se destacan espectáculos de danza prehispánica, folclórica y salsa, también contará con las actuaciones musicales en vivo del Mariachi los Amigos, Orquesta la Leyenda con Eileen Torres y sus bailarines, artesanía tradicional para niños, mercado mexicano, sin perderse de la deliciosa comida latinoamericana, pinturas y esculturas de artistas latinoamericanos curado por la artista Gloria Valdez.

Este festival es gratuito para toda la familia y es organizado por la Compañía de Danza Maru Montero con el generoso apoyo de nuestros patrocinadores. Los intérpretes incluyen los nombres más conocidos del talento latino local, incluyendo artistas, músicos y bailarines. El festival celebra la cultura de todos los latinos que viven en los Estados Unidos.

## Diversión para todas las edades

- Espectáculos de danza folclórica
- Artesanía de mercado mexicano
- Diversidad de platillos latinoamericano



# Washington Hispanic



Washington  
Maryland  
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**'Cinco de Mayo'**  
Gran celebración en el  
National Mall.  
|| Pág. 15A



**Obama y Peña Nieto**  
acuerdan centrarse en temas  
sobre economía.  
|| Pág. 8A

Viernes 3 de mayo del 2013

[www.washingtonhispanic.com](http://www.washingtonhispanic.com)

Volumen 14 número 318

3 DE MAYO DE 2013 • EL TIEMPO LATINO • A

## CINCO DE MAYO

### FIESTA FOLCLÓRICA



**EN EL ÁREA.** En toda la zona metropolitana se festejará el Cinco de Mayo a lo grande con distintos eventos que empiezan el viernes 3. Uno de los más emblemáticos es el de Maru Montero, quien lleva organizando un festival en el National Mall de DC por 21 años consecutivos. El domingo 5 desde las 12 pm, entre las calles 8 y 12, habrá música de mariachi en vivo, danza folclórica, manualidades para los niños, venta de artesanía, comida y más.





REGION

## Swaying to Hispanic beat on the Mall

Cinco de Mayo celebrants enjoy cultural music, food

By MEREDITH SOMERS  
THE WASHINGTON TIMES

**M**aru Montero left for the United States from her home in Oaxaca, Mexico, with just one pair of dance shoes.

It was a sacrifice for the lead dancer of the famed Ballet Folklórico de Mexico. But, decades later, she has her own dance company and she directs the National Cinco de Mayo Festival, which marked its 21st annual celebration of Hispanic culture on the Mall on Sunday.

"It was a need that made us into who we are," said Ms. Montero, as she paused for a few quiet moments before drums and flutes called the dancers to the stage.

Twenty years ago, Ms. Montero's Columbia Heights-based dance company would get a few requests from area schools to come dance, but that quickly grew into a full-fledged festival.

On Sunday, the celebration sprawled between two large white tents set up near the Smithsonian Castle. The loud beat of drums beckoned curious passers-by to the dancing stage, while a long line of hungry patrons waited beneath wafting smoke from a grill.



PHOTOGRAPHS BY ANDREW HARNIK/THE WASHINGTON TIMES



Dancers with the Maru Montero Dance Company (top) perform onstage for the crowd gathered for the annual Cinco de Mayo celebration on the Mall. Sisters...





ANDREW HARNIK/THE WASHINGTON TIMES

A mother who didn't wish to be identified gets a kiss from her daughter as she relaxes with her friend at the Cinco de Mayo celebration on the Mall on Sunday.

## CINCO

From page **A12**

Christine MacDonald, managing director of Hola Cultura, said she was not surprised at the turnout.

The U.S. Census Bureau shows that the District's Hispanic-origin population increased by more than 15,000 between 2000 and 2012 to about 60,000.

"There is a big [Hispanic] community here," Ms. MacDonald said. "You have kids who grow up here, the community prospers and those kids have children they want to introduce to their culture."

As he waited for his three children to take the stage, 44-year-old Celerino

Cruz said this year's festival was the first time he and his family attended.,

"We were excited about this year," said Mr. Cruz, who emigrated to the area from Mexico 17 years ago. "My children just started dancing. We wanted to show our kids their heritage."

Watching her 5-year-old son Daniel kicking a soccer ball on the outskirts of the crowd, 49-year-old Jackie Walker said her family makes the trip down to the Mall each year for the festival, but this year stood out because "there were so many strides this year in terms of immigration issues and licensing.

"It's a good time for celebration in the community," she said.





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'On Cinco de Mayo, everybody is Latino!' (photos)

BY JEFF MALET | MAY 6TH, 2013 | [SHARE](#)



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## 'On Cinco de Mayo, everybody is Latino!' (photos) | The Georgetowner

Jeff Malet

### *Maru Montero Dance Company*

"On Cinco de Mayo, everybody is Latino!" read the banner atop the stage at the National Cinco de Mayo Festival held on the National Mall on Sunday, May 5. The festival is an annual celebration featuring music and dance, arts and crafts, food, games, and fun for the whole family. Visitors also were able to win cash prizes in dance competitions. The name of the festival commemorates the date of the Battle of Puebla when Mexican forces decisively defeated the army of France in 1862. Although the holiday is originally Mexican in origin, the "Cinco de Mayo Festival" on the Mall has come to represent a larger "Latin-American Family Reunion." This year, and for each of the past 21 years, the festival in D.C. has been the production of the Maru Montero Dance Company.

View our photos of this year's Cinco de Mayo Festival by clicking on the photo icons below.





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# The Examiner

WASHINGTON

Local: DC

## Cinco de Mayo to be celebrated on the mall

May 4, 2013 | 9:00 pm

0 Comments



A local dance company is hosting its annual Cinco de Mayo festival on the mall, hoping to educate and entertain people with Latino cultures and traditions.

The Maru Montero Dance Company has hosted the festival since 1992, starting out in community centers and schools around the region. The festival now takes place on the National Mall, where thousands are expected to gather to experience traditional Mexican food and dance.

Maru Montero, the company's owner, said the festival was designed to be a family-friendly event that featured music and dance to celebrate and educate attendees on Latino culture. Last year, about 15,000 people attended and she expects about the same to come this year.

"There are not many festivals like this," she said. "We make [people] feel accepted and make them proud of who they are."

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**Kate Jacobson**  
Montgomery  
County reporter

The Washington Examiner

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Popular in Local

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The main stage at the event will feature live performances by members of the Maru Montero Dance Company and will include live music. Attendees will also be able to taste some authentic Latin American cuisine and purchase Mexican food at a mercado.

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There will also be a space for children to do traditional arts and crafts focusing on Latino culture.

Historically, Cinco de Mayo is a holiday to signify and commemorate the Mexican Army's victory over French forces at the Battle of Puebla in 1862. Though the holiday is inherently important to Mexicans, Montero -- who is a native of Mexico -- said she believes it should be a chance to celebrate all Latino culture.

To put on the festival, the company received donations and grants from various community groups and organizations. The D.C. Commission of the Arts and Humanities provided a grant to the festival and has been a frequent supporter of the dance company.

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"Because of the diverse and international artistic experiences here in the District of Columbia, this city has become one of the cultural capitals of the world," said Lionell Thomas, executive director of the commission.

Other supporters include the D.C. Mayor's Office of Latino Affairs, who gave the company a grant to help educate others on Latino culture.

"The event is a great platform for children and others involved in these programs to show off their dance and to show off their pride in their culture," said Josue Salmaron, grants program manager with the Office of Latino Affairs. "They're bringing the cultural awareness piece to it."

Montero said she hopes the festival, which kicks off at noon, will draw people in from all walks of life to enjoy the music and to learn something new about Latino culture.

"It's about having a great time and relaxing with your families," she said. "And learn as much as you can -- everything is culturally relevant."

[kjacobson@washingtonexaminer.com](mailto:kjacobson@washingtonexaminer.com)



## Cinco de Mayo Festival 2013 in Washington, DC

A National Latino Celebration on the National Mall

By Rachel Cooper, About.com Guide

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The National Cinco de Mayo Festival in Washington, DC is an annual celebration featuring live music and dance, children's arts and crafts workshops, food, games and activities for the entire family. Although originally Mexican in origin, the Cinco de Mayo Festival has become a larger "Latin American Family Reunion" on the National Mall. The Festival is free and open to all. It will be held rain or shine.



Photo © Alfonso Aguilar/Maru Montero Dance Co.

The annual festival is an opportunity to explore the rich history, culture and ethnic diversity that is the foundation of Latin Americans in the United States. As the region's Latino community has grown, the festival has also grown in size and scope. The Washington DC Cinco de Mayo Festival is hosted by the Maru Montero Dance Company.

[See photos of the Cinco de Mayo Festival](#)

**Date and Time:** May 5, 2013, noon to 6 p.m. Rain or shine.

### Location

New location: [National Mall](#) between 8th & 12th St. The closest Metro station is Smithsonian.

### Maru Montero Dance Company

The Latin dance company performs Mexican folk, cha-cha, mambo, salsa, tango and many other dances from Latin America. The company, founded by former Ballet Folklórico de México lead dancer Maru Montero, is a non-profit 501(c)3 corporation dedicated to promoting the joy and beauty of Latin culture in the United States. MMDC performs at various venues around the district and offers a wide selection of Latin American dance programs. Visit [www.marumontero.com](http://www.marumontero.com) for more information.

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