



## **For Immediate Release**

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**Día del Niño / Day of the Child Family Arts Festival  
Birch Park, Santa Ana  
April 27th from 11 a.m. - 3 p.m.**

**Santa Ana, CA** - Arts Orange County (Arts OC) and El Centro Cultural de México will present their third annual Día del Niño / Day of the Child festival, a featured event as part of Arts OC's 29<sup>th</sup> Annual Imagination Celebration, a month-long county-wide festival of arts for families and children.

Día del Niño / Day of the Child is a traditional Mexican holiday that recognizes children, celebrates children's importance in society, and promotes their well-being. The festival will take place Sunday, April 27, 2014 at Birch Park / Senior Center in Downtown Santa Ana from 11 a.m. to 3 p.m.

As part of Imagination Celebration, Día del Niño will bring free arts experiences for children and families including participatory art-making experiences for all ages regardless of skill level. On stage will be performances by professional artists, local arts organizations, schools, and community artists. All are welcome to picnic in designated areas of the park. For a detailed listing of workshops and performances, go to [www.eldiadelnino.org](http://www.eldiadelnino.org)

### **About the Performances and Workshops**

Día del Niño / Day of the Child is an exciting collaboration with Arts Orange County, El Centro Cultural de México, the City of Santa Ana, the Santa Ana Unified School District and the Birch Park Senior Center. "We are excited to be able to present this mini-festival as part of Imagination Celebration with the critical support from the National Endowment for the Arts", said Pat Wayne, Arts OC's Deputy Director. "The Festival also provides an opportunity for many organizations to jointly raise awareness of the importance of the arts and creativity in a child's life."

Some of the organizations presenting performances and workshops include: Relampago del Cielo, ¡Aparato!, Mambo Kids - El Centro, Son del Centro Youth, Ballet Folklórico, Cuatro Noches de Luna, Guitar Performance, Huayucaltia, Entre Mujeres, ClownMa dell'Arte, Rogue Artists Ensemble, Slanguage Studio, Southern California Artists, Muti-Cultural Music Tree, Son del Centro, Elemental Xpression, David A. Romero & Matt Sedillo, Cynthia Santos-DeCure, Chilo Te, 4elementzz (Zuleica Zepeda) and Hector Rivera.

The event will also include a Children's March which begins @ 10 am at the steps of the Old Courthouse Museum, 211 W Santa Ana Blvd, Santa Ana, CA 92701. All are welcome to join in the colorful march of music, song & celebration; guided through downtown Santa Ana to end at Día del Niño in Birch Park.

## **Major Sponsors**

This event is made possible through a grant from the National Endowment for the Arts with additional support from US Bank and Wells Fargo. Additional Sponsorship has been provided by the City of Santa Ana, The Parks and Recreation Department of the City of Santa Ana, the Senior Center of Birch Park.

## **About Arts Orange County**

Arts Orange County's mission is to build appreciation, participation and support for the arts and arts education throughout the county. The organization was established in 1995 as a nonprofit countywide arts council. It is the state-local partner with the California Arts Council and is the official local arts agency of the County of Orange. Arts Orange County serves as a resource and advocate for the arts community, as a catalyst for leadership on arts issues, and as a sponsor of programs and services which enhance public awareness of arts activities and promotes the development of the arts and arts education in Orange County. Besides the Imagination Celebration, Arts OC's flagship programs include the annual Orange County Arts Awards and SparkOC.com, the comprehensive arts & cultural events website begun in November 2008.

## **About El Centro Cultural de México**

El Centro Cultural de México is an alternative space in Santa Ana where the community can find cultural, educational, and artistic activities that strengthen their identities, develop their talents and develop a sense of leadership in their community. By engaging Orange County residents and communities through the community outreach efforts, it supports inter and intra-cultural interaction and dialogue among Orange County's residents by creating a variety of programs which enables all people to explore their own heritage and culture. Through educational programming, which includes workshops in dance, music, art, and literacy, it promotes understanding and appreciation of the contributions of the many cultures in our region by sharing knowledge of Mexico's rich cultural, and educational, and social legacy. It seeks to be at the forefront of creating a strong ideological and cultural bridge to support bringing together a variety of cultural projects from Mexico and other parts of Mexico, Central and South America.