



Press Release

Office of Economic Development

FOR IMMEDIATE RELEASE

TARGET TO UNDERWRITE FREE SYMPHONY SILICON VALLEY OUTDOOR CONCERT SERIES AND SAN JOSE MARIACHI & MEXICAN HERITAGE FESTIVAL

Target Summer Pops series and San Jose Mariachi & Mexican Heritage Festival to provide wide range of free entertainment and music for all

SAN JOSE, CALIF., April 27, 2009—San Jose Mayor Chuck Reed today announced during a press conference at San Jose City Hall that Target is sponsoring a series of free outdoor performances to take place August 22-September 27 throughout Downtown San Jose.

The performances include the debut of the ***Target Summer Pops***, a free Symphony Silicon Valley music festival taking place August 22-30, on the mall at the 4th and San Carlos at San Jose State University. Also Target is the Presenting Sponsor of the San Jose Mariachi and Mexican Heritage Festival, Linda Ronstadt as artistic director, September 20-27. The company's support allows free admittance to the public to the ***Feria del Mariachi***, Plaza de Cesar Chavez, located on Market Street between San Fernando and San Carlos Streets.

"Target believes that the arts bring communities together by creating experiences that cross cultures, inspire ideas for the future, and enrich life today," said Benny Boveda, district manager, Target. "We are very excited to help make these free upcoming performances possible and invite everyone in the San Jose area and throughout Northern California to come experience the exciting diverse performances."

Both the ***Target Summer Pops*** and the ***Feria del Mariachi*** will offer free admission and are intended to engage a broad swath of area's diverse population, both those who have a passion for these musical forms and those who want to try something new.

"We applaud Target's support for these free concerts in San Jose," said San Jose Mayor Chuck Reed. "Music helps fuel the creativity and innovation that power the San Jose/ Silicon

Valle economy. It's our hope that unique, diverse cultural experiences, such as the Target-sponsored free concerts, further inspire those who will help create the future," said Reed.

Target Summer Pops kicks off 7 p.m., Sunday, August 23, at San Jose State University with an evening of film scores by the legendary composer John Williams performed by Symphony Silicon Valley led by Maestro Bruce Hangen. Hangen will also lead a family concert, 3 p.m., Sunday, August 23 that will include harmonica virtuoso Bonfiglio. The first 1,200 children to arrive will be given free harmonicas and a quick lesson courtesy of Bonfiglio and Target.

"We truly thank Target's support of the arts. Their involvement is making possible for Symphony Silicon Valley to extend our program and grow our audience base. We hope these free performances expose the Symphony to a new group of music lovers who will continue to support us throughout our regular season," said Andrew Bales. "While we love performing at our home inside San Jose's historic California Theater, Symphony Silicon Valley can't wait to perform *outside* in the fresh summer air surrounded by the beauty of San Jose State's campus," said Bales.

The series continues throughout August and will include the following performances:

- 5 p.m., Tuesday, August 25 Cleo Lane and ensemble sings jazz standards
- 5 p.m., Thursday, August 27 To Be Announced
- 7 p.m., Saturday, August 29 *Classical Mystery Tour* with Symphony Silicon Valley presenting The Beatles
- 3:00 p.m., Sunday, August 30 Brass Band Concert in the Park with Tony Clements and Symphony Silicon Valley

In September, Target continues its support by presenting the 2009 San Jose Mariachi and Mexican Heritage Festival. Their support allows free outdoor performances at the **Feria del Mariachi** to be held 9 a.m.-6 p.m., Sunday, September 27, in Plaza de Cesar Chavez. The event will feature three stages of regional and traditional Mexican music, folk dancing, family activities, artisans and Mexican cuisine.

"We are honored and delighted to have been selected by Target as one of two organizations providing quality, free community arts events," said Marcela Davison Aviles, president and CEO of Mexican Heritage Corporation and the producer of the San Jose Mariachi and Mexican Heritage Festival, Linda Ronstadt, artistic director. "Target's support of our

cultural programming couldn't come at a better time. It sends a strong message about their values, their community dedication and their heart.”

The ***Feria del Mariachi*** is the culmination to the weeklong festival, and is an all day outdoor cultural experience. It will be a prelude to ““A Concert Tribute to Cesar Chavez,” featuring Los Lobos, Carlos Santana, and special surprise guests, to be held 8 p.m., Sunday, September 27, San Jose State Event Center., Tickets for this event will go on sale in May.

“In San Jose, we support distinctive cultural events that provide continuous, high-quality experiences for our community, and these concert series will help to further that goal,” said Harry Mavrogenes, executive director, San Jose Redevelopment Agency “We thank Target Corporation for underwriting this project.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at more than 1,699 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

About Silicon Symphony Silicon Valley

Founded in 2002, Symphony Silicon Valley has progressed from daring idea to exciting reality, rapidly becoming the greater South Bay's premiere orchestra and a notable community success story. The Symphony's artists, nationally recruited, locally resident, with an average performance tenure in San Jose of over 20 years, are recognized as among the best in the greater Bay Area. Led by an exciting roster of distinguished guest conductors on the European model, the Symphony is an anchor tenant of San Jose's magnificently restored downtown California Theatre, one of Northern California's most outstanding music halls. There, audiences and critics alike greet its concerts with enthusiasm.

About the San Jose Mariachi and Mexican Heritage Festival, Linda Ronstadt Artistic Director

Now in its 18th year, the San Jose Mariachi and Mexican Heritage Festival offers a month-long schedule of music, cultural and educational events, drawing over 30,000 people annually. Throughout the years the Festival has presented a variety of traditional, Latin alternative, pop and regional Mexican headline artists in concert such as Linda Ronstadt, Aida Cuevas, Juan Gabriel, Marco Antonio Solis, Los Lobos, Ozomatli, to name a few. The Festival is the cornerstone of Mexican Heritage programming and the largest of its type in the nation. To learn more about the Festival visit www.sanjosemariachifestival.com

About the San Jose Redevelopment Agency

The Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, acting as the Redevelopment Agency Board, the Agency facilitates and oversees comprehensive programs for development to revitalize and strengthen

quality of life and competitiveness for San Jose’s downtown, neighborhoods and industrial areas. For more information, visit www.sjredevelopment.org

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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