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Tuesday, September 30, 2008



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WORLD-FAMOUS MEXICAN ARTIST, JOSE LUIS CUEVAS, AND MORE THAN 25,000 ART LOVERS TO CONVERGE AT FOURTH ANNUAL “ENTIJUANARTE” FESTIVAL IN TIJUANA

Northwest Mexico’s largest art festival – “Entijuanarte ‘08” – will bring more than 25,000 visitors, 155 artists, and Mexico’s leading Modernist painter and sculptor, Jose Luis Cuevas, together at Tijuana’s Cultural Center (CECUT) on October 4th and 5th for this free, public event in Tijuana’s Downtown/River Zone District.

Tijuana, Baja California, September 30, 2008 – On October 4th and 5th, the City of Tijuana’s Convention and Visitors Bureau (COTUCO) and Baja California’s Secretary of Tourism are bringing together artists and art lovers from Baja California, San Diego, and Southern California to the Fourth Annual “Entijuanarte ‘08” Art Festival – one of the most important such festivals in Northern Mexico. Originally started in 2005, Entijuanarte is a regional and binational showcase of artistic culture and diversity, with this year’s festival hosting 155 Mexican and international artists, eight art collectives from Mexico City, three galleries, live music, and more than ten hours of workshops, roundtable discussions, and meetings with recognized artists.

“Our goal is really to create an inclusive, alternative art forum for the entire Baja California-Southern California region,” says Julio Rodriguez, General Director of Entijuanarte. “This will

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be our fifth year of both supporting emerging artists, while promoting interaction and participation from the public – it’s really about living art freely.”

With more than 25,000 visitors expected at Tijuana’s Cultural Center, Entijuanarte’s impact on the art community has grown each year. “We were amazed to see our enrollment grow 80% this year, showing the interest of both local and international artists in this Tijuana-born festival,” mentioned Rodriguez. “Hopefully, events like ours can help people in San Diego and Los Angeles to understand that not only is Tijuana a safe and exciting place to visit, but that the talent here continues to thrive and impact the art scene around the world.”

The 2008 Entijuanarte Festival also includes the participation of one of Mexico’s and Latin America’s leading modern contemporary artists, *Maestro* José Luis Cuevas. As a painter, sculptor, and illustrator, Mr. Cuevas is known to be both controversial, as well as one of the outstanding draftsmen of the 20th Century – and his presence at Entijuanarte demonstrates the growth of this annual Festival.

This two-day public event is free and for all ages, and will take place on esplanade of the Tijuana Cultural Center (CECUT). Hotel discounts and contact information can be found on the Entijuanarte website (www.entijuanarte.com) or by calling the COTUCO toll free information line. Visitors to the 2008 Entijuanarte Festival can drive into Tijuana and park at CECUT; park in San Ysidro and walk, take Mexicoach buses, or use taxi services just steps across the US-Mexico Border. The Tijuana Convention and Visitors Bureau and U.S. Border Authorities remind visitors to Tijuana to bring a copy of their birth certificate plus a driver’s license, or a passport, to ease northbound border inspections.

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For more information, contact the Tijuana Convention & Visitors Bureau toll free from the U.S. at 1-888-775-2417, or visit their website www.TijuanaOnline.org. Also, please contact Cecilia Ochoa from Entijuanarte at cecy@entijuanarte.com.