



Contact: Teresa Rodriguez-Bartlett
Chief Public Affairs & Business Development Officer
Corpus Christi Convention & Visitors Bureau
(361) 826-0655 (Office)
(956) 227-8030 (Cell)
trodriguez@visitcorpuschristitx.org

NEWS RELEASE: *For Immediate Release*



Corpus Christi, TX – January 26, 2017 – Fiesta de la Flor, presented by CITGO, is a two-day festival celebrating the life and legacy of the Queen of Tejano, Selena. As we approach the dates for the third annual event, the Corpus Christi Convention & Visitors Bureau (CC CVB) is proud to announce the details for this year's festival, scheduled March 24-25 at North Bayfront Park in downtown Corpus Christi.

Presenting the festival again for 2017 will be CITGO, a longtime leader in Corpus Christi and generous provider to the community. CITGO enhances the quality of life for all of Corpus Christi and the CC CVB is proud to partner with them once again for this extraordinary event.

Preparations are underway for this year's Fiesta de la Flor which will feature new and exciting experiences, including Madame Tussauds Hollywood wax figure, guest appearances by Jackie Cruz, other festival feature will include:

- **El Mercado**, presented by Herrman and Herrman, PLLC, will feature more than 80 international artisans from Mexico, Central America, South America and within the United States. El Mercado will be located inside the spacious American Bank Center to showcase the art, clothing and accessories all crafted by the talented hands of national and international artisans. Herrman and Herrman has been a staple of the Coastal Bend for nearly two decades and they are excited to give back to the community that they serve through this festival.
- **La Plaza**, presented by Stripes, will offer a significantly expanded variety of dishes from dozens of food truck vendors that will be on-site serving festival-goers. Stripes will have the opportunity to showcase its newest venture, their very own food truck featuring delicious menu items from their in-house provider of fresh Tex-Mex food, Laredo Taco Company.
- **El Parque**, presented by Sprint, will be a bubble-infused kids zone with a variety of fantastic rides and immersive experiences from the Corpus Christi Museum of Science and History and the Texas State Aquarium that will bring hours of delightful family fun. For years, Sprint has used its resources -- funds, people and technologies -- to enrich communities where it does business and where its employees live and work.
- **Social Media Wall**, presented by The Outlets at Corpus Christi Bay, will be the go-to place for all Fiesta de la Flor festival happenings -- much like The Outlets at Corpus Christi Bay is the go-to place for fashion and a new shopping experience in Corpus Christi.
- **Madame Tussauds Hollywood**, will present the wax figure honoring Selena, a unique experience to see the actual wax figure honoring Selena a Fiesta de la Flor debut in Corpus Christi inside of the Art Museum. Fans will immerse themselves with Selena videos, pictures and music as they go through the Art Museum that leads to the ultimate engagement Selena selfie

opportunity. In partnership with Madame Tussauds Hollywood, the Selena wax figure will make its journey to Selena's hometown and be a part of Fiesta de la Flor.

The Art Museum serves as a perfect backdrop to give attendees at Fiesta de la Flor the opportunity to truly celebrate Selena – who she was and how her continues to mesmerize new legions of fans today. Fiesta de la Flor – in keeping with its mission to honor her life and legacy – will take the opportunity in the 2017 festival to give fans a Selena experience like no other.

Just outside the Art Museum, the evening sky will light with glow sticks, a light show and video for a Friday and Saturday night Silent Disco experience.

- Expanded beverage offerings, provided by L&F Distributors, including multiple on-site Cerveza Stations. As the leading Anheuser-Busch distributor in South and West Texas and southeastern New Mexico, L&F Distributors is a generous supporter of the Corpus Christi community.
- A **fireworks grand finale** illuminating the Corpus Christi Bay presented by H-E-B. For more than 100 years, H-E-B has been giving back to its communities and we thank them for their support of Fiesta de la Flor.

For the past two years Fiesta de la Flor has been an overwhelming success and hosted more than 110,000 festival-goers with over two-thirds visiting from outside of Corpus Christi. For 2017, the CC CVB anticipates more than 60,000 fans. Everyone is encouraged to book their accommodations in advance as quickly as possible.

"We are excited about the elements that have been added to enhance the visitor experience at this year's Fiesta de la Flor. We look forward to another successful event that celebrates our beautiful Selena and to welcoming visitors from all over the world again in 2017," said CC CVB Paulette Kluge, CEO.

The entertainment line-up for this year's event has been confirmed and is as follows:

On Friday, March 24, performers include Finding Friday, Jimmy Gonzalez y Grupo Mazz and multi-Grammy Award winner A.B. Quintanilla y Electro Kumbia.

Saturday, March 25, entertainment will once again include Finding Friday, B-Side Players, up-and-coming artist Isabel Marie, David Marez, Las Fenix, Tejano favorite Pete Astudillo, Adalberto and The Latin Breed, and Intocable.

Gates will open at 5:30 p.m. Friday, March 24 and 12 p.m. Saturday, March 25 at North Bayfront Park in downtown Corpus Christi. Daily General Admission tickets will be available for \$10.00 or \$15.00 for a two-day pass per festival-goer. Children 7 and under will receive complimentary admission. Tickets will go on sale January 26, 2017 via TicketFly.com, (<https://www.ticketfly.com/org/4771>).

For more information, please visit www.fiestadelaflor.com and follow all official festival updates on social media at facebook.com/fiestadelaflorcc.

Fiesta de la Flor would not be possible without the support of our 2017 Sponsors: CITGO, H-E-B, Herrman and Herrman, Stripes, The Outlets, Sprint, Chevy, L&F Distributors and partners with the American Bank Center, Art Museum of South Texas and the Corpus Christi Caller-Times.

###

The Corpus Christi Convention and Visitors Bureau's mission is "to drive overnight visitors to the Corpus Christi Area". For more information about the Corpus Christi Convention and Visitors Bureau or to plan your next trip to Corpus Christi, visit www.VisitCorpusChristiTX.org or call 1-800-766-6232.