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NEWS RELEASE: For Immediate Release

Fiesta de la Flor 2018 Lineup and Special Guest Announcement

Corpus Christi, TX – January 29, 2018 – The Corpus Christi Convention & Visitors Bureau (CC CVB) and CITGO are proud to present the 4th annual [Fiesta de la Flor](#) signature festival honoring Tejano music superstar Selena Quintanilla. This event will be held at North Bayfront Park in downtown Corpus Christi on April 13 - 14, 2018.

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

The festival will include great music, food trucks, a Kids Zone and a Mercado that includes more than 80 artisan vendors. A grand fireworks finale show will wrap up the festivities on Saturday night.

The awesome entertainment line-up for this year's event is as follows

On Friday, April 13th enjoy music by Multi Grammy-Award winning artists such as Los Palominos, The Mavericks, Sunny Saucedo and Corpus Christi favorite JonMikael Mrez ! On Saturday, April 14th, enjoy non-stop entertainment from pop music sensation Becky G., Elida Reyna y Avante, Jenny and the Mexicats, Isabel Marie, Hometown

Boys, LA 45, JonMikael Mrez and the Austin-based Superfónicos.

“We are thrilled about the diverse music lineup for this year’s Fiesta de la Flor,” said Paulette Kluge, CEO of the CC CVB. “We look forward to another successful festival that celebrates our very own Selena and welcome visitors from all over the world.”

This year the festival also will feature One Person Unites Us, a sit-down conversation with Suzette Quintanilla, president and CEO of Q Productions, pop and Latin music artist and actress Becky G and YouTube megastar and makeup artist Desi Perkins at the Selena Auditorium.

Other exciting festival activities include:

El Mercado presented by [Herrman and Herrman, PLLC](#), Attorneys At Law, features over 80 artisans from Mexico, Central America, South America and within the United States. El Mercado will be strategically located inside the spacious American Bank Center to showcase the art, clothing and accessories crafted by the talented hands of the 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, offers a variety of dishes from dozens of food truck vendors which will be located on-site to serve festival-goers. Stripes will take this opportunity to showcase its very own food trucks featuring delicious menu items from Laredo Taco Company, their in-house provider of fresh Tex-Mex food.

El Parque is a kids zone with a variety of immersive experiences that will bring hours of delightful family fun for all children.

McDonald’s Fiesta Tour: Annual Latin GRAMMY® Experience, through its relationship with the Latin Recording Academy, exclusively presents a series of consumer interactive areas that bring to life the joy and passion of Latin music. The 50 foot exhibit consists of interior elements such as a recording studio photo booth, memorabilia displays and trivia games. This unique museum-on-wheels honors Latin music greats.

Enjoy beverage offerings provided by L&F Distributors. L&F Distributors will offer multiple on-site Cerveza Stations at the festival. As the leading distributor of Anheuser-Busch in south and west Texas and southeastern New Mexico, L&F Distributors is a generous supporter of the Corpus Christi community.

Chevrolet will have models of the latest and greatest Chevy trucks at the festival site for everyone to see.

Your favorite **Selena Silent Disco** presented by Pepsi is back! Get your Bidi Bidi Bom Bom on and dance the night away to all the best Selena hits.

The American Bank Center Arena serves as a perfect venue to give Fiesta de la Flor guests the opportunity to truly celebrate Selena's legacy. She continues to mesmerize multitudes of fans from all over the world even today. Fiesta de la Flor – in keeping with its mission to honor her life and legacy – will take the opportunity, at the 2018 festival, to give fans a Selena experience like no other! Madame Tussauds Hollywood Selena Wax Figure presented by the Outlets at Corpus Christi Bay will once again make its way to Selena's hometown.

H-E-B will also once again underwrite the festival's **Fireworks Grand Finale**, illuminating the Corpus Christi Bay. 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.

In 2018, Fiesta de la Flor introduces a VIP ticket experience for festival attendees. At \$50, VIP ticket holders will receive a two-day entry into the festival, special access to the Madame Tussauds Hollywood Selena Wax Figure, a limited edition commemorative poster, access to VIP merchandise tents and VIP cerveza stations. Avoid the lines and purchase your VIP pass to make your festival experience enjoyable. VIP tickets are very limited and will sell out quickly!

Fiesta de la Flor will be held at North Bayfront Park in downtown Corpus Christi. Festival gates will open at 5:30 p.m. Friday, April 13 and at noon on Saturday, April 14. Tickets will be available for purchase at Eventbrite.com. Fiesta de la Flor offers a 2-Day Pass at \$25 through Thursday, April 12. Individual day tickets for Friday and Saturday will be sold for \$15 each through Thursday, April 12. On Friday, April 13, only individual day tickets will be available at the increased price of \$20 for each day. Festival attendees may purchase tickets in person, in February, at select H-E-B Business Centers across the state.

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

Fiesta de la Flor would not be possible without the support of our 2018 Sponsors: CITGO, H-E-B, Herrman and Herrman, Stripes, The Outlets at Corpus Christi Bay,

Chevy Dealers, L&F Distributors and Pepsi. Special partners include the American Bank Center, City of Corpus Christi, Corpus Christi Mercantile, Corpus Christi Regional Transportation Authority, Iconic Sign Group, McDonald's and SystemSeven.

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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 [1-800-766-2322](tel:1-800-766-2322).