

PERALTA

HACIENDA HISTORICAL PARK

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Oakland's Fruitvale Celebrates 500 Years of Latino History!

When: Saturday, June 25th, 2016. 11:00am to 5:00pm

Where: Peralta Hacienda Historical Park, 2465 34th Ave. Oakland, CA. 94601

What: Fruitvale First! Latino Culture Festival, Car Show and Dance Contest.

Cost: Free



(Oakland, CA.) Celebrate Latino culture on June 25 from 11:00 am to 5:00 pm at Peralta Hacienda Historical Park during the Latino Culture Festival, Fruitvale First! Enjoy the classic car show, folklorico dance performances, Aztec dancers, Cuban rumba, salsa and live music. Participate in the dance contest and win passes to Great America, all are welcome to participate. Do not miss it! Peralta Hacienda Historical Park is located at 2465 34th Ave. Oakland, CA 94601.

The festival is the grand finale of a series of events, funded by the American Library Association and the National Endowment for the Humanities, it is one of 200 projects nationwide. It is a long tribute to Latino culture, recognizing the growing Latino population in the US and its influence. Fruitvale is the Latin Quarter in Oakland with a majority of Latino residents and a strong Latino identity amid the dazzling diversity of the district.



The festival will highlight the Latino diversity in the Fruitvale, expanding people's image of what it means to be Latino. The various dance presentations and demonstrations will unveil Fruitvale's cultural richness and authenticity, as well as the neighborhood's sense of community. Many Fruitvale's community members from different backgrounds have come together to make this festival possible; each one of them sharing their culture with the rest.



The Mexica Dance group Calpulli Coatlicue will be the opening act of the festival, performing an Aztec blessing followed by Aztec dancing. The dance group Calpulli Coatlicue was originally started by community member Frank Cortez, he was 9 years old when he decided to start the group. Supported by his uncle Ernesto and his mother Teresa, they bring community members together every Monday afternoon at the Peralta Hacienda Historical Park's Center for History and Community for free Aztec dance lessons. Frank explained why he appreciates having a space to meet and share his background with others, Frank explained, *"Peralta [Hacienda Historical Park] means to me... a safe place where we can teach our culture to people who want to learn..."*



Community member Juan Stable is one of the various performers who will participate on the festival. Juan is an Afro-Cuban immigrant that loves Afro-Rumba, during the festival Juan will show the audience how to dance Afro-Cuban rumba. At a festival planning meeting Juan explained to the rest of the community members why is so important to him to be able to participate in community events, he said, *"I enjoy telling people of the origins of rumba, I want people to know the richness of my culture..."*



Ashlee George [left] and Amaya Alonso [right], are part of the samba and Capoeira group that will be performing and giving a how to demonstration of the basic samba and Capoeira moves. Capoeira and samba are well known in Brazil. Capoeira is a Brazilian martial art, that combines elements of dance, acrobatics and music. Samba is a solo dance that is commonly danced impromptu when samba music is played.



Pupuseria Lupita is one the local restaurants that will be selling food during the festival. Pupuseria Lupita is well known for its pupusas and Salvadorian tamales. Taqueria Reynoso will also participate at the festival; they are well known for their *barbacoa* street tacos. The owners of Pupuseria Lupita and Taqueria Reynoso are Latin American immigrants that started their own business more than twenty years ago. They will be available during the festival to talk about their stories and their recipes.

Oakland's Fruitvale has an unfavorable image on the media, most of the time when Fruitvale is mentioned on the news is due to crime or police brutality. There is little focus on all the cultural activities, authentic restaurants, non-profits, and community work groups that make an effort to highlighting the best of their neighborhood. The festival and every event of the Latino American 500 Years of History events is an effort to uncover Fruitvale's true face; a face full of culture, diversity, and a strong sense of community.

About Peralta Hacienda

Peralta Hacienda is the birthplace of Oakland, where the Peralta family and Native Americans

built the first adobe house in the Oakland area in 1821, in the middle of the Peraltas' 45,000 acre land grant. Native Americans lived in the old adobe first and grew the Peralta herds to 8000 longhorns and 2000 horses. Today everyone in the diverse Fruitvale community celebrates his or her own story here and learn about the cultures sharing our streets schools and stores and the waves of people from all over the world who have created our cities and towns and transformed the land.

The Peraltas were part of the group of settlers of Spanish, African and Native American descent who arrived in the Bay Area in 1776 as part of the expedition led by the military leader Juan Bautista de Anza. This was the era when the Kingdom of Spain claimed the New World's territories from what is now Oregon, through the American Southwest, Mexico and all of South America. Luis Maria Peralta accompanied his father, mother and three siblings on the trek; he would later serve many decades as a soldier in the Spanish Colonial Army.

Visitors can see permanent historical exhibits in the Peralta House museum that tell the story of the transformation of the East Bay during the Spanish and Mexican periods through sound, images, and touchable objects, inside the evocative architecture of the 1870 Antonio Peralta House, which is on the National Register of Historic Places.

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