



FOR IMMEDIATE RELEASE:

A GREAT FEAST CELEBRATING FAMILIES IN SELMA, CA

FRESNO, California (May 24, 2007) –

- What:** Family Celebration Event and Kid's Talent Search
- When:** Sunday, June 3rd from 12p-5p
- Where:** Selma Lincoln Park (Downtown – 2nd Street and McCall)
- Why:** To bring health awareness to the local community, a talent search and fund raising opportunities for participating parent's clubs of local schools.
- Who:** Azteca America Channel 39, Mari Velasquez from Que Chévere! Jose Luis Gonzalez, El Lobo from ESPN Deportes and Cristal of Concierto 107.1FM.
- Activities:** Performances by Grupo Galope, Grupo Calido, Grupo Tremendo, Grupo Iluminación, Grupo Marfil and Los Fieles. FREE raffle prizes: Disneyland and Monterey Bay Aquarium tickets. Games and activities for the kids by Choo Choo the Clown. Food and informational booths on health and education.
- Talent Search:** Boys or girls between 6 and 12 years old. Only with parent's approval. Must know how to speak Spanish and be confident in front of TV cameras. Needs to be register prior to the event or at the Azteca booth between 12p-1p the day of the event.

Sponsors: City of Selma, Concierto 107.1FM, ESPN Deportes, Impress Printing, Sierra Auto Sales, Taco Boy, Ardilla Redords, Las Cazuelitas de Tijuana, Central Valley Home Center, AT&T California Highway Patrol, Paeteria la Michoacana, LifeTime Cookware, J's Alarms, Pupusas Doña Maria, RV Outlet, Academy West Insurance Services, Heald College, AAA, AJUA Bail Bonds, Disneyland Resorts, Monterey Bay Aquarium and Ronald McDonald House

Focus: This is a FREE family event. We are inviting the community to come out and enjoy the music and fun activities for the children and at the same time get health information and fund raise for local schools.

Stay tuned to Azteca America KMSG TV-39 Fresno, KFAZ TV-8 Visalia, DirecTV-39, Dish Network-39, Comcast-77 and Charter Cable 15 for more promotions and events.

About Azteca America of Central California

Azteca America of Central California is a subsidiary of Cocola Broadcasting Companies based in Fresno. With stations in Fresno, Visalia, Bakersfield and Boise, Idaho with additional affiliates in the planning stages. Azteca America produces more than 8,000 hours of original programming each year, including two daily news shows, a range of entertainment and reality shows and the popular first division Mexican Soccer League.

For more information about Azteca America, visit our website at www.aztecaamerica.com or www.kmsgtv.com

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