

# Instituto de Cultura Oregoniana

Organización no lucrativa - 501(c)(3) - Nonprofit organization  
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## THE WOODBURN FIESTA MEXICANA WILL BE VOTED AS AN OREGON TRADITION BY THE OREGON HERITAGE COMMITTEE ON JANUARY 23RD 2017

THE EVENT, WITH 54 YEARS OF EXISTENCE, WILL BECOME THE FIRST HISPANIC TRADITION OF THE HISTORICAL-CULTURAL HERITAGE OF OREGON.

### **Woodburn, January 16, 2017:**

On January 23, 2017, the Oregon Heritage Commission will meet at the Capaces Institute of the City of Woodburn. During the meeting, commission members will vote that Woodburn's Mexican Fiesta officially get register as an Oregon tradition.

Founded in 1964 and originally an "end of harvest" celebration for migrant workers at Woodburn to showed gratitude from the community to its farmers and workers. The Mexican Fiesta has become one of the most important cultural events in the region. In fact, it was named the Best Cultural Event in the state by the Oregon Festivals and Events Association in 2010.

The Fiesta includes delicious Latin food, live music and entertainment, a kid zone and family activities, authentic artisan art and much more.

An Oregon Heritage Tradition is an annual local, regional or statewide event with at least 50 years of continuous operation and:

1. is associated with Oregon people, places, events, and activities that characterize the heritage of the state, its positive accomplishments, and its enduring qualities and traditions;

2. has a demonstrated appeal to a broad spectrum of the public;
3. has a demonstrated public profile and reputation that distinguishes it from more ordinary events;
4. provides participatory activities for the public beyond simply the observation of showcase performances;
5. adds to the livability and identity of the state; volunteerism, community building, economic and tourism development, and community giving are among the livability and identity factors that will be considered;
6. has free or paid admission, and has no membership, age, racial, religious, gender, family or other exclusionary requirements.

For events receiving the designation, the Commission will provide an Oregon Heritage Tradition logo to the main organization of the event.

The name of the tradition will be posted on the Commission's website and the designation will be included with the description of the City in the Oregon's blue book online.

# Fiesta Mexicana de Woodburn

An Oregon Tradition / Una Tradición Oregoniana

Такая Орегоньянская традиция



Artwork/Arte/Искусство: Hampton Rodríguez  
Design/Diseño/Дизайн: Rodrigo Alvarez Muñoz

