



FOR RELEASE ON JULY 25, 2013

Press/media contact: Philip Sokoloff, (626) 683-9205, showbizphil@gmail.com

Latino Theater Company Receives Goya Foods Funding Saving La Virgen de Guadalupe Pageant Play in Los Angeles

The Latino Theater Company is delighted to announce that thanks to the support of Goya Foods and a partnership with the Cathedral of Our Lady of the Angels, it is bringing back the beloved, free holiday gift to the City of Los Angeles - the presentation of the iconic pageant play *La Virgen de Guadalupe, Dios Inantzin*. The holiday play will be performed at the Cathedral of Our Lady of the Angels in downtown Los Angeles on December 4 and 5, 2013, at 7:30 pm.

“After a decade of producing this epic pageant, we are delighted that Goya Foods, a leader in the community, has stepped up to continue this annual holiday tradition for the City of Los Angeles” says José Luis Valenzuela, the company's artistic director and a Professor of theater at UCLA's School of Theater, Film and Television. *“The community will be thrilled to once again celebrate the miracle of La Virgen, in the heart of our city.”*

When Goya Foods learned late last year that the play was going dark because of insufficient funding, they committed to sponsoring the play this year ensuring that the over 7,000 community members that attend annually would not miss this spectacular holiday pageant.

“The story of the Virgen de Guadalupe holds a special place in our hearts and uplifts our community,” says Bob Unanue, Goya Foods President. *“We felt compelled to come forward and support the Latino Theater Company so they could bring back this magical holiday gift.”*

La Virgen de Guadalupe, Dios Inantzin is the simple story of an indigenous peasant's vision of the Virgin Mary that has become a theatrical cornerstone at the Cathedral of Our Lady of the Angels for the last 10 years. This beautiful pageant play with music, dance, and a universal message of faith, love and perseverance appeals to many people regardless of race, language or religion. Over the last decade, tens of thousands of people have become transfixed by the story of Juan Diego, a simple peasant from Tepeyac. Adapted from “Nican Mopohua” by Evelina Fernandez

and directed by Jose Luis Valenzuela, the pageant is performed in Spanish with English supertitles. It is produced by The Latino Theater Company in association with the Cathedral of Our Lady of the Angels.

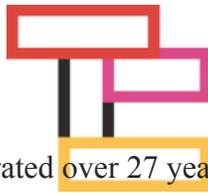
Among the cast of 100+ actors, dancers, and musicians are Suzanna Guzman, an East L.A. native and internationally renowned mezzo-soprano, who performs the role of the La Virgen, and Sal Lopez, a celebrated film and stage actor and founding member of The Latino Theater Company, who plays Juan Diego. The vast majority of performers are diverse community volunteers from all walks of life.

The pageant is scheduled for December 4 and 5, 2013, at 7:30 pm at Our Lady of the Angels Cathedral in downtown Los Angeles, 555 W Temple St. Los Angeles, CA 90012.

About The Latino Theatre Company:

LOS ANGELES THEATRE CENTER

514 South Spring Street • Los Angeles, CA 90013 • T 213.489.0994 • F 213.489.1851 • www.thelatc.org



The Latino Theater Company has demonstrated over 27 years of commitment to creating and producing some of the most exciting main stage theater in the Los Angeles area. Founded in 1985 by current Artistic Director, Jose Luis Valenzuela, the company has a strong legacy of producing critically acclaimed, award-winning work. Examples include: *A Mexican Trilogy*, *Solitude*, *Dementia* (Evelina Fernandez), *La Victima* (El Teatro de la Esperanza) *Roosters* (Milcha Sanchez-Scott), and *The Promise* (Jose Rivera). The Company also created the New Voices Playwriting Series that commissioned many pivotal Latina/o playwrights including Octavio Solis, Jimmy Santiago Baca, Cherrie Moraga, and Milcha Sanchez-Scott. In January 2006, the Latino Theater Company was awarded a 20-year lease of the Los Angeles Theatre Center from the City of Los Angeles and received a \$4 million grant from the California Cultural and Historic Endowment to refurbish the building. They operate the Los Angeles Theatre Center as a world-class arts center for those pursuing artistic excellence, where the work on stage reflects the diversity of the City of Los Angeles. For more information please visit www.thelatc.org

About GOYA FOODS:

Founded in 1936, Goya Foods, Inc. is America's largest Hispanic-owned food company, and has established itself as the leader in Latin American food and condiments. Goya Foods manufactures packages and distributes over 2,200 high-quality food products from the Caribbean, Mexico, Central and South America. Goya Foods products have their roots in the culinary traditions of Hispanic communities around the world; their combination of authentic ingredients, robust seasonings and convenient preparation make them ideal for every taste and every table. For more information on Goya Foods, please visit www.goya.com

About The Cathedral of Our Lady of the Angels:

Standing in the midst of downtown Los Angeles, the Cathedral of Our Lady of the Angels serves the total Archdiocese of over 5 million Catholics. As the heart of all 287 Parish Churches and communities, it is the place where the Archbishop celebrates the major Liturgies of the year with clergy, religious and laity.

The Cathedral serves as a "model Church for all Parish Churches" in the style and content of its liturgical celebrations. In design, art and furnishings, the Cathedral is rich in cultural diversity in a city in which Sunday Mass is celebrated in 42 different languages. For more information please visit www.olacathedral.org