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Images Available at: www.oxnardsalsafestival.com

Tortilla Art at the Oxnard Salsa Festival Generates International Interest

Oxnard, CA – Local teacher and art enthusiast, Gloria Hidrogo, is taking her popular tortilla art, a regular feature at the Oxnard Salsa Festival, on the road to international circles after this year's Festival on July 24-25, 2010 in downtown Oxnard.

Hidrogo (born in Mexico), along with her husband, Trotsky Barreto (born in Peru), will travel to South America for one month, departing July 26, making stops in Peru, Bolivia, and Ecuador. In each country they will make presentations at both the Mexican Embassy and select schools to introduce the concept of tortilla art to local dignitaries and educators. Arrangements for the exposition were made with support from the local Mexican Consulate of Oxnard as a tie-in with the celebration of the 200th Anniversary of the Mexican Revolution.

"As a teacher, I always look for new ways to spark children's interest in learning," stated Hidrogo. "I am proud to be a Mexican and we have some wonderful history to share," continued Hidrogo. "By creating the tortilla art, I find the children are eager to learn as they paint historic images on the tortillas while also developing their art skills," she added.

A resident of Oxnard for the last 20 years, Hidrogo teaches in several schools throughout Oxnard and Port Hueneme. She also served as the Art Director at the Oxnard Boys & Girls Club. As owners of the Art & Music Factory, Hidrogo and Baretto were approached by Festival Director, Ruth Ballin, several years ago to bring a new tortilla art component to the Festival. Named the "Salsa Art & Music Factory for Kids," the art tent has become a signature attraction of the Festival's Kids Korner, providing free crafts for about 1,000 kids each day.

"Each year Gloria amazes us with her creative use of tortillas and salsa-themed images," notes Ballin. "In addition to painting on tortillas, this year children will be able create tortilla necklaces or paint aprons featuring the Festival poster artwork," she added. Mission Foods, one of the sponsors of the Oxnard Salsa Festival, donates all of the tortillas for this free art activity.

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Presented by the Oxnard Downtowners, the Oxnard Salsa Festival celebrates everything salsa – the food, the music and the dance. The two-day action packed celebration includes Main Stage entertainment featuring six Salsa, Latin & Cuban bands, a large Salsa Tasting Tent, an eclectic vendor marketplace, international foods, kids korner attractions, a salsa recipe contest and much more.

Event admission and parking are free. Reserved tables for six are available for \$250 per day in the Beer or Wine Garden. For more information, call 805-247-0197 or visit the website at: www.oxnardsalsafestival.com.

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