



www.culturalcoalition.com
Ph: (480) 221-9639

FOR IMMEDIATE RELEASE

3rd Annual Mask Alive! Festival of Masks

Popular Cultural Valley Event Goes Virtual

[MESA, AZ – July 7, 2020] Cultural Coalition, Inc. invites lovers of art, culture, and storytelling to participate in the *3rd Annual Mask Alive! Festival of Masks* on Sunday, September 13, 2020 from 2 to 4 p.m. streamed on Facebook and YouTube Live. Adults and children of all ages will enjoy an entertaining collection of intricate and colorful masks, made by local artists, used to tell stories through dance, music, theater, and more!

Community favorites from past Mask Alive events will be a part of the virtual program including giant puppets, folklorico dance troupes, and lively Mariachi music. One of the most fun parts of this festival is the make your own mask arts and crafts activities, which will be offered in new ways so that families can still have a chance to get creative and wear their mask masterpieces. New this year, *Mask Alive!* will feature masks made by local artists and invite the public to interact with the artists throughout the virtual program.

"*Mask Alive!* is a testament to diversity and living cultural expression in our community" says local Mesa artist Zarco Guerrero. This popular Valley event highlights the cultural diversity of the southwest and the power of storytelling through local dance, music, and theater performances.

Invite your friends and family to join in the exploration of the many ways in which masks have conveyed cultural knowledge through the art of storytelling for centuries!

Follow the Facebook Event page for updates on artists and schedule of performances:
<https://www.facebook.com/events/413135096034950/>

This virtual program was made possible thanks to support from the Bank of America Charitable Foundation and the City of Mesa.

###

About Cultural Coalition, Inc:

Cultural Coalition, Inc. is a local non-profit who has committed to supporting indigenous artists and encouraging youth arts education for over 25 years. We are dedicated to the education, promotion, and development of indigenous artists throughout Arizona. We provide our community with much needed artistic programs that highlight and amplify the cultural diversity of the Valley of the Sun.

Follow Cultural Coalition, Inc:

Website www.culturalcoalition.com

Facebook @culturalcoalitionaz

Instagram @culturalcoaz

Twitter @CulturalCoAz

YouTube https://www.youtube.com/channel/UCO0jr6_LCCMy-oiGHyXQemg

Contact Cultural Coalition, Inc:

Carmen Guerrero, Executive Director

E-mail: carmen@culturalcoalition.com

Renee Aguilar, PR & Marketing Assistant

E-mail: renee.m.aguilar@gmail.com