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**Cinco de Mayo
Fiesta Committee**

Press Release

20th Year of Cinco de Mayo Celebration!

Special Events scheduled for Sunday May 4th

Toledo, May 4, 2008 Cinco de Mayo celebrations have reached two decades of success in Toledo. Izzy's 20th Annual Cinco de Mayo Fiesta will be held at Playmakers Sports Eatery located on West Sylvania Avenue in the DeVeaux Shopping Center at Douglas Road. Festivities will be all day and evening, continuous music provided by D.J. Speedy Juan and a live performance by the multi-talented Tony Rios (previously *Toledo Blade Pick of the Week*). Everyone's Mexican food and beverage favorites will be available, as well as Playmaker's full menu of selections. As tradition demands, the Jalapeño Eating Contest will require the winner to have consumed the most peppers in the one minute allowed. The Grito contest selects the best *Oui ya yay!* from the ear-splitting offerings by competitors. Again this year will be the "Hippest Hat and Coolest Cap" contest, so bring your best Sombrero. Festivities will be presided over by Grand Marshal Anita Lopez, Lucas County Auditor. Event details are available at www.izzyscincodemayo.com. This year's event will include a Memorial Tribute to the Honorable Joseph Flores, *The Tony Orlando Review* and *Tribute for Mother's Day* by Homero Ortiz. Ballet Folklorico Imagenes Mexicanas will be making a special appearance at 4 p.m. *Be sure to be there for the Mystery Celebrity appearance!* This year we hope to top last year's veterans support effort by making a contribution to the local *Heroes in Action* service and family member support mission.

Background Information – Cinco de Mayo

El Cinco de Mayo is celebrated in Mexico and the United States. It is the Fifth of May that commemorates President Benito Juarez and the Mexican army's defeat of Austrian Archduke Maximilian and Napoleon's forces in 1862 in Puebla, Mexico. It proved to be a very decisive victory for both the United States of Mexico and the United States of America.

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Ironically, there is much in common in that era of history for both countries and presidents. Benito Juarez is often referred to as the "Abe Lincoln of Mexico" because of his legendary honesty and his deep devotion to the common people. Born in the State of Oaxaca in 1806, Juarez was a full-blooded Indian. Orphaned at the age of three, he rose from working as a houseboy and through self study was able to become a law student. Juarez went on to hold various government posts as did Lincoln. In 1861 he became President of Mexico. Also like Lincoln, he was known for wearing a simple black suit and cape with a black stovepipe hat.

Early in 1862, Juarez learned that Napoleon was sending Maximilian of Austria with an elite French army to establish rule in Mexico, and then perhaps move on to the USA. Since the United States was engaged in a Civil War, virtually most of the country was vulnerable to outside invasion from the French and Austrian armies. Juarez alerted Lincoln and indicated that he would be surprising the French on the night of May 4th. Victory was gained on the morning of the Fifth of May. The battle ended with Mexican General Zaragoza and French General Lorencz dueling with swords, whereupon General Lorencz met his Waterloo.