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Cinco de Mayo Mexican Bar & Grill
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Cinco de Mayo
Fiesta Committee

Press Release

22nd Year of Cinco de Mayo Celebration!

Special Events scheduled for Sunday May 2nd

Toledo, May 2, 2010 Cinco de Mayo celebrations have reached over two decades of success in Toledo. Izzy's 22nd Annual Cinco de Mayo Fiesta will be held at Cinco de Mayo Mexican Bar & Grill located on East Alexis Road between Telegraph and Detroit Avenue. Izzy wanted to make sure everyone could participate in the fun this year and is offering his own Recovery Package consisting of *NO COVER CHAAAARGE!* and *Food and Drink specials*. Izzy also says "...the venue fits like a glove – mi casa su casa!" Festivities will kick off on Saturday May 1st and run through Wednesday May 5th with the main event beginning at 2 p.m. on Sunday May 2nd. Festivities will be presided over by Grand Marshal *Anita Lopez*, Lucas County Auditor, and include: continuous music provided by D.J., Comedian, and Entertainer of the Year, *Guenther Dipschidt*, The Tony Orlando Review and Tribute to Mother's Day by *Homero Ortiz*, dos Charros *Pancho & Lefty* will parade full dress horses, a Rope and Lariat Performance by nationally known Detroit *"El Charrito,"* and a Mystery Celebrity appearance. As tradition demands, the Jalapeño Eating Contest will require the winner to have consumed the most peppers in the one minute allowed. Juan, last year's winner, consumed 15 peppers, so can anyone beat that? Everyone is encouraged to don their sombreros and chaps or whatever else they think is 'fiesta appropriate' and participate in the Best Cinco de Mayo Outfit contest. Event details are available at www.toledocincodemayo.com. This year's fiesta will also include a Memorial Tribute to the Honorable Joseph Flores (12-time Grand Marshal). Entertainment Saturday May 1st through Wednesday May 5th will include D.J. Javier Rios and Mariachi Guadalajara.

To be sure you have something good to read while you are recovering from the Fiesta, Izzy is pleased to host a Book Signing and appearance by two of Toledo's most treasured authors. *Homer Brickey* and *Tom Eckert* will be available Sunday with copies of their latest offerings. Homer Brickey's

For Release 9 a.m. EDT, April 21, 2010

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“Master Manipulator” is a true Toledo crime story and Tom Eckerts’s “Lethal Twins” and its sequel “Unlikely Twins” are stories of law-and-order versus criminal minds.

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.

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.