

**CONTACT:** Laurie Curtin Heinerichs

Penn's Landing Corporation  
215-629-3218  
267-228-1990 (cell)

FOR IMMEDIATE RELEASE

**VIVA MÉXICO! LA INDEPENDENCIA DE MÉXICO!  
THE MEXICAN INDEPENDENCE DAY FESTIVAL**

***Part of the PECO Multicultural Series at Penn's Landing***

**Philadelphia, PA (September 4, 2007)** – Celebrate Mexican culture at the Great Plaza at Penn's Landing, Columbus Boulevard and Chestnut Street on Sunday, September 16, 2007 from Noon to 8 p.m. at the Mexican Independence Day Celebration! The fiesta will include music, dancing, food, crafts and entertainment for all ages. The Mexican Independence Day Festival is just one of the many events provided by the PECO Multicultural Series and made possible by our 2007 Summer Season Sponsor Independence Blue Cross.

The Great Plaza at Penn's Landing will be transformed into a great fiesta to commemorate the 13<sup>th</sup> annual Mexican Independence Day Festival in Philadelphia. The Fiesta helps commemorate the historical event on September 16, 1810 when the Mexican people began to fight for freedom against Spanish colonial domination. The 11-year struggle led to the establishment of Mexico as a free, independent country. Celebrate this event by exploring Mexican culture with food, music, dancing and artisans from all regions of Mexico. The Mexican Independence Day Festival is one of the largest attended celebrations of Penn's Landing Multicultural Series.

This 2007 Fiesta promises to be another record-breaking event. Guests will have the opportunity to enjoy a day rich in Mexican food, folklore, music, dance and fun! Highlights of the musical program include folkloric dance, mariachi music, cumbia rhythms and Aztec Dances.

The Kid's Corner is a must for the children, with the direction of Mexican muralist **Cesar Viveros-Herrera**. **Viveros-Herrera** will invite all kids to paint with him, and represent on paper what they know and think about Mexico. The children from **Casa Guanajuato** will do a presentation about Mexican Independence as well as have the honor of carrying the flag.

The Civic Ceremony will include a traditional Mexican Army Band. The festival will also include a ***Mariachi Battle*** which will be conducted by the DJs of La Super 1360 a.m. The battle is sponsored by the one of the Fiesta's major sponsors, **UNIVISION**.

This annual event became an important event for the organizers in order to publicize the importance of their community in the Philadelphia region. The Mexican Independence Festival has a main objective to generate cultural awareness, celebrate Mexican Independence and hold "El Grito Ceremony" with the respect that Mexico as a nation and its co-nationals abroad deserve.

Admission is **free** for all PECO Multicultural Series events. PECO presents a series of free Multicultural festivals throughout the summer season at the Great Plaza at Penn's Landing. KYW Newsradio 1060 is a proud media partner.

PECO is proud to be Philadelphia's hometown energy company and one of the region's most prominent civic supporters. PECO is committed to recruiting and retaining a diverse workforce and celebrating diversity inside and outside the Company.

Based in Philadelphia, PECO is an electric and natural gas utility subsidiary of Exelon Corporation (NYSE: EXC). PECO serves 1.6 million electric and 480,000 natural gas customers in southeastern Pennsylvania. In 2006, the company delivered 38.2 million megawatt-hours (Mwh) of electricity and 76.1 billion cubic feet of natural gas to residential, business and institutional customers. PECO's energy delivery services generated \$5.17 billion in revenue for Exelon.

Founded in 1881, PECO is one of the Greater Philadelphia Region's most active corporate citizens, providing leadership, volunteer and financial support to numerous arts and culture, education, environmental, economic development and community programs and organizations.

Penn's Landing Corporation is the non-profit organization responsible for funding and producing public programming on the Great Plaza, Philadelphia's Delaware Waterfront Park. Independence Blue Cross is the presenting sponsor of the 2007 Summer Season at Penn's Landing. All events produced by Penn's Landing Corporation are FREE to the public and on the Great Plaza, the heart of Penn's Landing, Philadelphia's premier riverfront entertainment destination.

Public Programming at Penn's Landing would not be possible without presenting sponsor Independence Blue Cross and the continued support of PECO, Bank of America, the Philadelphia Coca-Cola Bottling Company, Pennsylvania Lottery, Live Nation, and the Greater Philadelphia Tourism Marketing Corporation, all of whom are committed to serving the Greater Philadelphia community.

For more information on event locations and event details, please call (215) 922-2FUN or visit [www.pennslandingcorp.com](http://www.pennslandingcorp.com). The Penn's Landing Corporation website is a virtual resource for the waterfront which can help visitors plan to easily park, play and stay all day at Penn's Landing.

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