

## PRESS RELEASE

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## LéaLA Returns for its Fourth Edition to Strengthen Access to Reading

### **The World of Books in Spanish Will Shine Again in Los Angeles**

Los Angeles, California, April 21, 2015 – LéaLA, the Spanish-language Book Fair of Los Angeles, returns to the Los Angeles Convention Center for its fourth edition from May 15-17, 2015, with a diverse program and wide scope of activities. The book fair program is directed to the general public, and especially to the Latino public, who for three days will have the opportunity to take part in free activities that link them to their Latino heritage, as well as to meaningful literary and cultural traditions in the Spanish language.

During three days, from 10 am to 7 pm, more than one hundred authors from different countries will be featured, among them the notable winner of the 2014 FIL prize, Italian writer Claudio Magris (nominated for the Nobel Prize in Literature on several occasions), in conversation with Juan Villoro. Other participating authors will be: Federico Reyes Heróles, Sanjuana Martínez, Lydia Cacho, Francisco Hinojosa, Diego Osorno, Anabel Hernández, José Reveles, Élmer Mendoza, Mario Bellatin, Alberto Ruy-Sánchez, Javier Sicilia, Eduardo Rabasa, Felipe Garrido, Silvia Lemus, Jorge F. Hernández, Benito Taibo, Rosa Beltrán, Ana Clavel, Carmen Boullosa, Xavier Velasco, Jennifer Clement, David Unger, Cristina Rivera Garza, José Iturriaga, César Lozano, Adrian González, Alberto Chimal, Eduardo Antonio Parra, Mabel Katz and María Antonieta Collins, among others.

In addition, important personalities from the United States' Hispanic community will be making presentations, such as Maestro Gustavo Dudamel, Director of the Los Angeles Philharmonic (LA Phil), who will read a story to children, Miguel Ruiz Jr.; the popular CNN announcer and author of self improvement books, Ismael Cala; Chilean writer José Ignacio Valenzuela (the successful author of novels for young people as well as scriptwriter for several well-known soap operas); Jenni Rivera's daughter, Chiquis Rivera; the poet laureate of Los Angeles, Luis Rodríguez; astronaut of Mexican heritage, Jose Hernandez; television hosts and radio announcers, and famous entertainers who will show their support for LéaLA by participating in the children's pavilion "Cri Cri" reading space and the autographs signing space.

Literature from the state of Jalisco, Mexico, will have a special place as the subject of debate for Bernardo Esquinca, Antonio Ortuño, and Mariño González. Poetry readings presided over by poets from both sides

of the border will represent an opportunity for the public to hear writers talk informally about their experience as readers.

For the first time, this year the book fair will also feature a day dedicated to book professionals, where editors, distributors, librarians, and academics will be able meet to do business and to attend professional development sessions on best practices and the acquisition and preparation of collections in Spanish, as well as other workshops and talks.

The Cri-Cri Children's Pavilion will once again have free workshops for the little ones, where early reading specialists from the University of Guadalajara and their "Letras a Volar ("Letters for Flying") project will encourage children to enjoy reading in a fun way and appreciate the importance of their family's language. Eleven workshops have been designed for this year, including: "The Mayas—A Lost Civilization", "The Muralists", and "Alebrijes".

As in previous years, the University of Guadalajara has prepared a solid academic program, this time with two main focuses: human rights and immigration. Specialists from the University of Guadalajara and the University of California, and others of equal relevance, as well as journalists from both sides of the border will discuss diverse perspectives surrounding these topics of utmost interest and vital importance for the entire Latino population of southern California.

Another notable presentation will be a special recognition to social leader and human rights activist, César Chávez, with his family in attendance.

The guest of honor—Mexico City—will occupy the main pavilion and will reach out to Los Angeles with a program that reflects the cultural wealth and diversity of Mexico's capital. The topics of the special program presented by Mexico City delegates will be: *Ciudad de Ciudades*; *Crónica de la Ciudad de México*; *Ciudad de Vanguardia de Libertades*; *CDMX Escenario de lo Humano y Ser Chilang@s*; this latter one will explore the relationship between Mexico and Los Angeles across its customs and language. There will be workshops on art and books and one in particular that stands out is a digital editor workshop for kids and teens. Homages will also be made to the recently passed journalists Julio Scherer and Vicente Leñero, led by Estela Leñero, Javier Sicilia, Maria Leñero and Benjamin Anaya. The city entities collaborating with LéaLA are: *Secretaría de Educación y la Secretaría de Cultura del Distrito Federal* and *Fábrica de Artes y Oficios de Oriente (FARO)*.

Complementing the activities geared to the entire family at LéaLA, the University of Guadalajara has prepared a three-day artistic program with children's theater, featuring the Luna Morena group; with an homage to Juan José Gurrola with the actress Arianne Pellicer, and with a theatrical recognition for Juan José Arreola, "Bestiario" will be directed by his grandsons, Alonso and José María. These events will take

place at LATC, Los Angeles Theatre Center, an emblematic location for the city's cultural life and the Montalban Theatre.

"LéaLA is a unique opportunity to appreciate literature in our language and prove that 'LOS ANGELES READS TOGETHER'", emphasizes Marisol Schulz, the director of LéaLA. "More than 85,000 visitors attended the previous edition of LéaLA, a figure that we hope to surpass in this fourth edition, given the Spanish-speaking population's need for access to reading materials in Spanish", added Schulz.

The book fair presentations and activities will be at the Los Angeles Convention Center, South Hall, H-J, 1201 S. Figueroa St., Los Angeles, 90015, where publishers from eight Latin American countries and the U.S. will exhibit and sell their collections.

LéaLA is supported by Univisión, Presenting Sponsor; Volaris; Goya Foods; ScholarShare; AltaMed; Rose Hills Cemetery and Mortuary; Los Angeles Times and HOY; El Clasificado; Omnimetal, First Five LA, and Programa Paisano, La Opinion, Tequila La Revancha, Recent Spanish Cinema de Los Angeles, FICG in LA, Fuego Lounge / Don Chente Bar and Grill and Hotel Transylvania 2, the movie.

A source of pride for LéaLA is the support from public entities and organizations have joined in the effort: *El Consejo Nacional para la Cultura y las Artes de México, Conaculta; la Secretaría de Cultura del Gobierno del estado de Jalisco; the City of Los Angeles; Los Angeles Public Library; Los Angeles Unified School District with special support from the Parent Community and Student Services (PCSS); Lynwood School District; the NEA program carried out jointly with LA City Hall, Big Read; Instituto de los Mexicanos en el Exterior (IME); the Consulates of Mexico, the Dominican Republic and El Salvador in Los Angeles; UC Mexico Initiative, the University of Guadalajara Alumni Association in Los Angeles; La Librería; Comité Mexicano Cívico Patriótico, Dollar Book Fair Libraries, the County of Los Angeles and the County of Los Angeles Public Libraries.*

### **About LéaLA**

LéaLA is not only the sole book fair in the United States dedicated entirely to books in Spanish, but is also a major cultural event whose pillars are the literary program and the promotion of Spanish-language books and publishers. It is also an opportunity to experience a book fair where Latinos can rediscover their roots and their culture, and feel proud of the language they inherited from their families—now the second most important language in the United States. LéaLA is an initiative organized by the University of Guadalajara Foundation USA and backed by the International Book Fair of Guadalajara (FIL). For further information, please see: [www.lea-la.com](http://www.lea-la.com).

