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### Expats Organize First Annual Mazatlan Summer Festival

**MAZATLAN, MEXICO--(Marketwire - July 20, 2011)** - Mazatlan's American and Canadian residents hosted the first annual Summer Street Festival on July 14. The family –friendly event that was open to the public, took place in the city's historic center of town. Organizers provided outdoor entertainment and vendor displays lined the Ricardo Urquijo plaza. This event showcased the community's own efforts to promote downtown businesses, several of which are owned by expats.

Hundreds of people - mostly families - began to arrive before sunset to enjoy music, face-painting, and magic shows. Artistic performances included dance and art exhibits. Adults enjoyed the beer garden while Nieve de Garrafa – hand-made ice cream - was a favorite refreshment for children throughout the balmy evening. Mazatlan's Centro Historico is known for restored neo-classical tropical facades that are a backdrop to the city's artistic hub.



"We are totally happy... and just love being here," noted Sheila Madsen, festival organizer and publisher of Mazatlanlife.com. "I'm glad every one turned out... it's just fabulous." Deb Rodriguez, Owner of Tippy Toes Salon expressed that "this fiesta is all about the fact that we're living here in Mexico [and that] we love Mazatlan. Look at us... we're here, we're having fun, it's really the best place on earth."

The approximately 9000 strong foreign community of Mazatlan has taken an active role in promoting local businesses. Rosi Coppel, downtown business owner from Mazatlan, explained that the American and Canadian community wanted to send a message through this event. "They want people to know that they trust in Mazatlan and that they want to continue organizing this type of events to show their support for the city." In addition to the festival, several websites and blogs such as Madsen's feature business directories as well as reviews (...).

To read the original article visit <http://www.marketwire.com/press-release/expats-organize-first-annual-mazatlan-summer-festival-1540492.htm>