

# Instituto de Cultura Oregoniana

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## WOODBURN FIESTA MEXICANA: AN OREGON TRADITION

THIS EVENT, IN EXISTENCE FOR 54 YEARS, IS THE FIRST HISPANIC HERITAGE TRADITION TO BE RECOGNIZED IN OREGON AND AKNOWLEDGES THE LATINOAMERICAN ESSENCE OF THE STATE

### **Salem, January 28, 2017:**

On January 23, 2017, the Oregon Heritage Commission met at the Capaces Institute of the City of Woodburn. During the meeting, the commission unanimously voted to include Woodburn's Mexican Fiesta into the registry of Oregon heritage traditions.

Founded in 1964, the Fiesta Mexicana was originally an "end of harvest" celebration for migrant workers at Woodburn, to show gratitude from the community to its farmers and workers. The Fiesta Mexicana has become one of the most important cultural events in the region. In 2010 it was named the Best Cultural Event in the state by the Oregon Festivals and Events Association.

The new Oregon tradition includes a parade, live music, delicious Latin food, a kid zone, crafts displays, and a variety of entertainment and family activities.

The Fiesta Mexicana, which was originally sponsored by the Latin-American Club of Woodburn, became a seed that united the Spanish speaking people in Oregon. The event has a unique multilingual flavor.

The Instituto de Cultura Oregoniana – ICO (Institute of Oregoniana Culture) promoted and supported the recognition of the event as the first Hispanic Oregon Tradition, and it produced a poster with the art of Hampton Rodríguez and the design of Rodrigo Álvarez, both members of ICO.

This poster showcases de spirit of Woodburn by including its symbols and incorporating the languages of English, Spanish and Russian.

An Oregon Heritage Tradition is an annual local, regional or statewide event with at least 50 years of continuous operation and:

1. is associated with Oregon people, places, events, and activities that characterize the heritage of the state, its positive accomplishments, and its enduring qualities and traditions;
2. has a demonstrated appeal to a broad spectrum of the public;
3. has a demonstrated public profile and reputation that distinguishes it from more ordinary events;
4. provides participatory activities for the public beyond simply the observation of showcase performances;
5. adds to the livability and identity of the state; volunteerism, community building, economic and tourism development, and community giving are among the livability and identity factors that will be considered;
6. has free or paid admission, and has no membership, age, racial, religious, gender, family or other exclusionary requirements.

For events receiving the designation, the Commission will provide an Oregon Heritage Tradition logo to the main organization of the event. The name of the tradition will be posted on the Commission's website and the designation will be included with the description of the City in the Oregon's blue book online.



[Download the Fiesta Mexicana de Woodburn poster HI-Res](#)