

# *Press Release*

From: Izzy Ortiz, Cinco De Mayo Fiesta Committee Chairman

RE: Upcoming special event

Cinco de Mayo holiday will be celebrated at the Armadillo's Country Saloon on May 5, 1996. Proceeds to provide a tailgate benefit to the Children's Miracle Network Telethon to be held June 2, 1996. The enclosed information flier provides details - all celebrities and entertainment are donating their time.

*What is Cinco de Mayo?* The following paragraphs provide a brief explanation of the importance of the historical event it celebrates....

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.