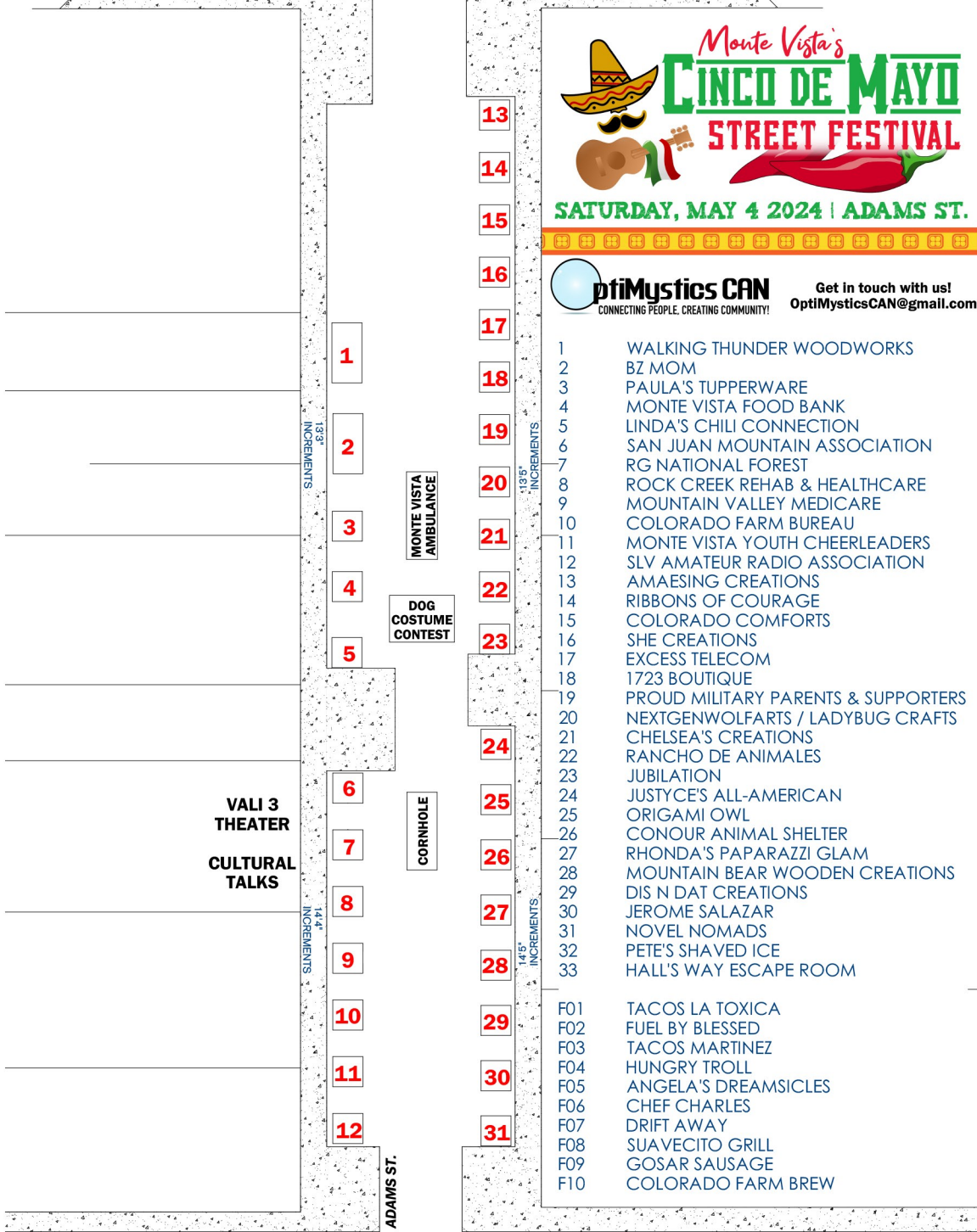




**SATURDAY, MAY 4 2024 | ADAMS ST.**



Get in touch with us!  
OptiMysticsCAN@gmail.com



**EVENT SCHEDULE**

10 AM • Festival Area  
Festival & Car Show Starts  
Music by DJ Pete Garcia

11 AM • Adams St  
Canine Costume Contest

12 PM • 2nd Ave-East  
Chihuahua & Small Breed Races

1 PM • Adams & 2nd  
Monte Vista Youth Cheerleaders  
Demonstration

1 PM • Adams St.  
Cornhole Open Play Starts

2 PM • Vali 3 Theater  
Cultural Presentations

2 PM • Home Lake  
Car Show Drive Through Home Lake

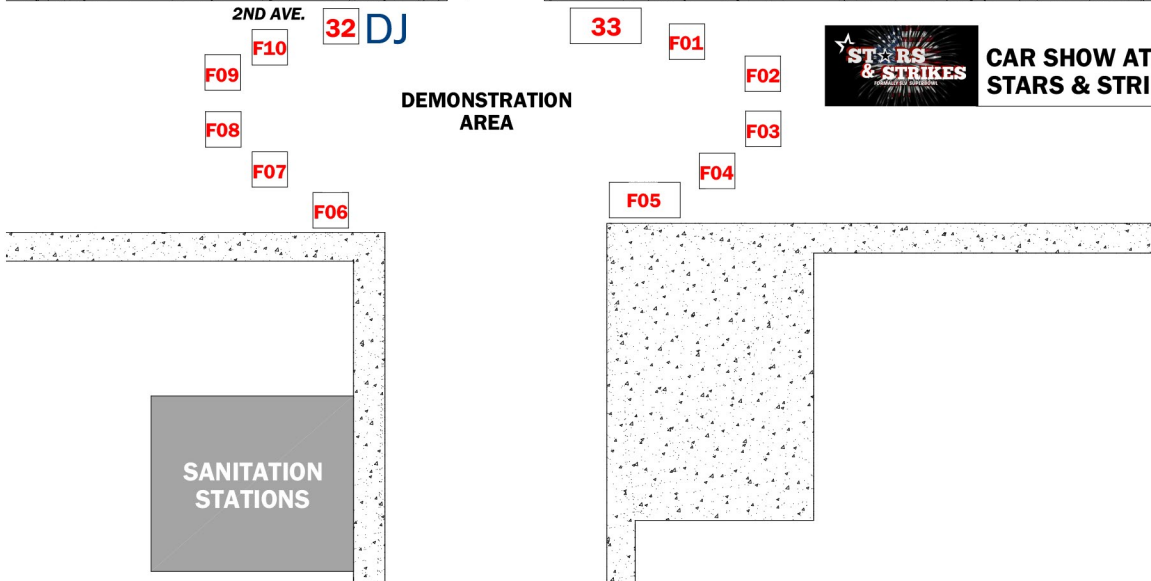
3 PM • Adams & 2nd  
Live Music Starts - The Uz Band

3:30 PM • Vali 3 Theater  
Star Wars: The Phantom Menace  
Special Matinee  
*May the 4th be with you.*

4 PM • Adams & 2nd  
Car Show People's Choice Awards

5 PM • Adams & 2nd  
The Novel Nomads Demonstration

6 PM • Festival Area  
Festival Ends



**Welcome to Monte Vista's 4<sup>th</sup> Annual Cinco de Mayo Street Festival  
Hosted by the OptiMystics Citizens Action Network**

**What is Cinco de Mayo:**

“More popular in the United States than in Mexico, Cinco de Mayo has become associated with the celebration of Mexican-American culture. Celebrations began in Columbia, California, where they have been observed annually since 1862. The day gained nationwide popularity beyond those of Mexican-American heritage in the 1980s due to advertising campaigns by beer, wine, and tequila companies; today, Cinco de Mayo generates beer sales on par with the Super Bowl. In Mexico, the commemoration of the battle continues to be mostly ceremonial, such as through military parades or battle reenactments. The city of Puebla marks the event with various festivals and reenactments of the battle.” (Wikipedia.com)

**What is the Battle of Puebla:**

“Battle of Puebla, (May 5, 1862), battle fought at Puebla, Mexico, between the army of the liberal government headed by Benito Juárez and the French forces sent by Napoleon III to establish a French satellite state in Mexico. The battle, which ended in a Mexican victory, is celebrated in the national calendar of Mexican holidays as Cinco de Mayo (5th of May).

The route taken by the French toward the capital was blocked by the fortified city of Puebla. Incautiously the French general Charles Latrille Laurencez ordered a frontal assault up the steep Cerro de Guadalupe against the Mexican position, which was fortified by a ditch and a brick wall. The Mexicans under General Ignacio Zaragoza repulsed the attackers, who lost about 1,000 men and then retreated to the coast. Credit for the Mexican victory is shared by a young officer (and future president), Brigadier General Porfirio Díaz, who succeeded in turning back a flank of the invading French army. The Cinco de Mayo holiday symbolizes Mexico’s determination to thwart foreign aggression.” (Britannica.com)

**Monte Vista's 2024 Cinco de Mayo Street Festival Sponsors**

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