



“Cinco de Mayo” History

The story of “Cinco de Mayo” is one that illustrates the pride, courage and loyal patriotism of the Mexican people.

Emperor Napoleon III of France had his eye on Mexico as a possible French colony. In early 1862, French troops stationed in Mexico advanced on the south-central city of Puebla.

General Ignacio Zaragoza, Mexican commander of Puebla, fortified the hills of Guadalupe and Loreto north of the city in preparation of the French attack. On the Fifth of May 1862, a tensely quiet morning, the French attacked from the north and from the south.

Six thousand French soldiers stormed over the hills of Guadalupe and Loreto but much to their surprise the well-equipped French were no match for the tenacious troops under Zaragoza who held the French advance at a virtual standstill.

Three times the French soldiers charged and three times they were held back in fierce hand-to-hand combat. When the Mexican Cavalry attacked, the French were soundly defeated.

Meanwhile, the French advance from the south across the flatlands was quickly quelled forcing the entire French regiment to seek desperate refuge in a nearby hacienda.

By seven o'clock that evening the battle was over and General Zaragoza emerged victorious over the French.

This noble example of triumphant Mexican patriotism and courage in the face of overwhelming odds has been celebrated by the people of Mexico ever since as “Cinco de Mayo”





Prieto Broadcasting, Inc.

&

WPLO/RadioMex 610 AM
WFTD 1080 AM



Present



*The 8th Annual Cinco de
Mayo Festival 2006*

- Sunday April 30th 1 PM – 8 PM*

at the
North Atlanta Trade Center

Previous Festival the attendance was over 30,000

This year we expect even more

Everyone is invited to share in the excitement of this Festival
and Cultural Celebration

Festival Features:

Live performances by popular International Artists

Authentic Mexican Cuisine

Over 100 thrilling exhibitors

Publicity includes promotion by La Ley 1080 AM WFTD & RadioMex 610 WPLO
as well as posters, fliers, newspapers, television, other radio stations, and live
on-site broadcasts.

Booth spaces are limited. Reserve your location today. For information call

770 825 0095





Benefits

- Take part in Atlanta's most important cultural Hispanic celebration and reach Georgia's largest mexican market.
- One-on-one personal contact allows you to showcase your products and services, provide direct sales, sampling and demonstrations.
- Increase your Company's recognition among thousands of brand-loyal Hispanic families.
- Reach the entire Atlanta area via RadioMex & La Ley with live on-air coverage of the Festival and promotions five weeks prior to the festival.
- Maximize you investment by advertising your products and services on the best Spanish language radio stations in Atlanta.
- Major international artists entertain with live performances throughout the festival.





Investments

You can be part of this fantastic event with your advertising commitment on RadioMex 610 AM or La Ley 1080 AM. Based on the following advertising investment you will receive a 10' x 10', 10' x 20', 20' x 20' end-aisle anchor or 20' x 20' super-anchor main aisle booth.

Reserve you location today!!!!

770-825-0095

www.radiolaley.com





Exhibit booths

- Standard booths measure 10"x10" or 10"x20" and include booth separators, backdrops and signage with your company name, one table and two chairs.
- The 20' x 20' anchor positions are end-aisle, and the 20' x 20' super anchor positions are located on either side on the center aisle.
- Exhibitors may offer their choice of products to the public. Limited food and beverage sampling is available.
- Prieto Broadcasting, Inc will offer booths to non-profit groups and community cultural organizations at no charge
- The number of anchor booths is limited.

Please call and reserve your booth now at **770-825-0095**



Prieto Broadcasting, Inc

WPLO/RadioMex 610 AM Stereo

Prieto Broadcasting, Inc Corp. Office: 2865 Amwiler Rd. Suite 650 Doraville GA 30360

Phone: 770-825-0095 Fax: 770-246-0054 e-mail:laleyatlanta@yahoo.com

www.radiolaley.com

WFTD 1080 AM
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Presents



*The 8th Annual
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2006*



The North Atlanta Trade Center is easily accessible from all major traffic arteries.

From Hartsfield International Airport, go north on I-85 approximately 3 miles north of I-285 to the Indian Trail exit (#101), turn right on Indian Trail to Oakbrook Parkway, turn right and go 1/2 mile to Jeurgens Court, turn right, and follow directly into the facility parking lot. Travel time from the airport is about 40 minutes.

