



DALLAS ARBORETUM
AND BOTANICAL GARDEN

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Dallas Arboretum Kicks Off Fourth Annual Hispanic Heritage Celebration Featuring a Celebration of Quinceañera Fashion and Culture on September 4

Live music, cooking demonstrations and vendors round out September 4-5 weekend

DALLAS, Texas, July 28, 2021 – The Dallas Arboretum and Botanical Garden announces the fourth annual Hispanic Heritage Celebration on Saturday and Sunday, September 4th and 5th, with live musical performances, cooking demonstrations, food and dozens of vendors. The event is free for all paid garden guests, and advanced online ticket reservations are required.

The weekend, Sept. 4-6, is also a Kelley Family Weekend, so visitors receive free admission to the Rory Meyers Children’s Adventure Garden, thanks to this family’s generous support.

To kick off the festival, on Saturday, September 4th at 10 a.m. in the Jonsson Color Garden, the garden will host a celebration of Quinceañera fashion and culture, where selected participants showcase their beautiful and colorful quinceañera dresses and share their favorite traditions and future plans. Afterwards, led by a mariachi band, the young ladies parade through the garden allowing even more guests to see their dresses. Dallas Mayor Eric Johnson is scheduled to welcome participants, their families and garden visitors.

Mario Quintanilla, Dallas Arboretum board member and Hispanic Heritage Celebration chair, said, “The Hispanic Heritage Celebration at the Dallas Arboretum has grown in popularity these past few years. The signature event—the celebration of Quinceañera fashion and culture—is a way to honor the many beautiful young women who often take their quinceañera photos in our garden. We welcome the community to learn about our heritage and traditions in one of the most beautiful places in the city.”

In many Spanish-speaking countries and Hispanic communities around the world, girls celebrate turning 15 years old with both a religious and social event called a quinceañera. In Texas, more than 50,000 quinceañeras are celebrated, according to Jolt.* The ritual symbolizes

a girl's transformation from childhood into womanhood for the years to come. The party is the second part of the quinceañera with dancing, food and music, ending with a father replacing his daughter's flat-soled shoe with high heels. Individual rituals can vary between cultures, but the heart of the "Sweet 15" remains as a coming-of-age ceremony.

Throughout the garden, the Dallas Arboretum has planned activities celebrating Hispanic culture and traditions including vendors, music and demonstrations.

Saturday, Sept. 4

10 a.m. – Celebration of Quinceañera Fashion and Culture (Jonsson Color Garden)
11:15 a.m. – Quinceañera Parade with Mariachi Band (Paseo)
10 a.m.-3 p.m. Dozens of vendors throughout the garden sell their wares including fashions, household goods, food, beverages and décor
11 a.m. Chef Mollie G, recently featured in [The Dallas Observer](#), hosts a cooking demonstration (A Tasteful Place)
12 p.m.-1 p.m. – Guitarist Daniel Rodriguez performs (Jeanne's Pavilion)
2 p.m. – [The Harvest Project's Chef Diana Zamora](#) hosts a cooking demonstration (A Tasteful Place)

Sunday, Sept. 5

9:30-10 a.m. – Bodyweight HIIT – Fiesta Latina with Marcela Rojas (Rosine Hall)
10 a.m.-3 p.m. Dozens of vendors throughout the garden sell their wares including fashions, household goods, food, beverages and décor
11 a.m.-1 p.m. Amor Y Queso Charcuterie class* (A Tasteful Place)*
*Note: This is a paid cooking class featuring Spanish and Latin American charcuterie board techniques; reservations can be made in advance online at dallasarboretum.org.
2-4 p.m. – [Tejano star Gary Hobbs](#) performs (Martin Rutchik Concert Stage and Lawn)

Schedule is subject to change. Check the website and Dallas Arboretum's social media for the latest information.

Those interested in applying to be a vendor can visit <https://www.dallasarboretum.org/events-activities/hispanic-heritage-celebration/> or contact Jaci Ingram at jingram@dallasarboretum.org or 214.515.6605.

Quinceañera participants must be 15 or 16 years old, and they must be accompanied by a legal guardian. There is no fee to enter, and the deadline to sign up and to send the completed form is Aug. 13 (based on space). Visit <https://www.dallasarboretum.org/events-activities/hispanic-heritage-celebration/> for more information and application to apply. If selected, each participant receives two additional general garden admission tickets for family to attend the event as well. Those who participate in the fashion show wear their own dresses are required to attend a dress rehearsal on August 28.

In addition to Hispanic Heritage Committee Chair Mario Quintanilla, additional members planning the celebration include Megan Ames, Maria Gomez, Salma Gottfried, Tatiana Higdon, Ben Leal, Rafael Luna, Regina Montoya, Victor Ornelas, Mary Silva and Aura Vasquez.

Special thanks to the Honorary Council Members:

City of Dallas:

The Honorable Eric Johnson, Mayor, City of Dallas
The Honorable Chad West, Mayor Pro Team, District 1
The Honorable Jesse Moreno, Councilmember, District 2
The Honorable Carolyn King Arnold, Councilmember, District 4
The Honorable Omar Narvaez, Councilmember, District 6
The Honorable Adam Bazaldua, Councilmember, District 7
The Honorable Paula Blackmon, Councilmember, District 9
The Honorable Jaynie Schultz, Councilmember, District 11
The Honorable Paul Ridley, Councilmember, District 14
The Honorable Delia Jasso, Former Dallas City Councilmember
The Honorable Adam Medrano, Former Dallas City Councilmember

Dallas County:

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The Honorable Dr. Elba Garcia, Dallas County Commissioner
The Honorable Dr. Theresa Daniel, Dallas County Commissioner
The Honorable Pauline Medrano, Dallas County Treasurer
The Honorable Juan Jasso, Justice of the Peace
The Honorable Lupe Valdez, Former Dallas County Sheriff

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The Honorable Victoria Neave, Texas State Representative
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A special thanks to the sponsors: Assured Comfort Services; Azteca-Omega Group; Belmar Integrated Logistics; Dallas College; Frost Bank; HOLA DFW, H100 Latina Giving Circle at Texas Women's Foundation; Link America, Inc.; Lira Bravo Law, LLC; Regional Hispanic Contractors Association; Silva, Mejia & Delgado; Visit Dallas; KXTX Telemundo 39.

For the latest list of members and sponsors, visit

<https://www.dallasarboretum.org/events-activities/hispanic-heritage-celebration/>

About the Dallas Arboretum and Botanical Garden:

The Dallas Arboretum and Botanical Garden is located on the southeastern shore of White Rock Lake at 8525 Garland Road, Dallas, Texas 75218. The Arboretum is open daily from 9

a.m.-5 p.m. Admission is \$15 for adults, \$12 for seniors 65 and older, \$10 for children 2-12, and free for Arboretum members and children under two. Parking is \$15 or \$10 purchased online. *The Dallas Morning News* is the principal partner of the Dallas Arboretum. The Arboretum is supported, in part, by funds from the Dallas Park and Recreation Department. WFAA, Channel 8 is an official media sponsor for the Dallas Arboretum. For more information, visit www.dallasarboretum.org.

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*<https://www.texasmonthly.com/politics/latinx-voters-texas-quinceaneras/>