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LARGEST LATINO CHRISTMAS GALA RETURNS TO THE MCCA
El Jolgorio Navideño Will Raise Funds for State Latin Literacy Programs

The Massachusetts Convention Center Authority (MCCA) today announced Boston's largest annual Latino Christmas Gala, El Jolgorio Navideño hosted by El Jolgorio, will return for its second consecutive year to the Boston Convention & Exhibition Center (BCEC). The event is occurring December 8, 2007 at 8 p.m. and is expected to draw more than 2,500 attendees.

"The MCCA is very pleased to be able to promote diversity and help raise Latino cultural awareness and community support by hosting this gala affair," said James E. Rooney, Executive Director of the MCCA, which owns and operates the BCEC. "El Jolgorio Navideño represents a unique and important custom in Latino culture, and we are committed to providing continued support for the programs that benefit the diverse communities throughout Massachusetts."

Celebrating its 18th year, El Jolgorio Navideño was created to rescue the cultural values and traditions that accompany the most joyous time of the year, the Christmas season, and to support local community activities. In Latin American countries, *Navidad* (Christmas), begins in mid-December and continues well into January: Christmas, New Year's and Three Kings Day (January 6). It is customary to hold family gatherings and festivities characterized by the sharing of gifts, food and dancing. Today, El Jolgorio Navideño preserves the Latino Christmas tradition and takes it a step further to raise funds for literacy and cultural programs, such as the Hispanic Writers Program and the Celebrating the Décima initiative.

"El Jolgorio de Massachusetts, Inc. is excited once again to host New England's largest Latino gala -- El Jolgorio Navideño 2007 -- at the BCEC," said Esmirna Soto, President for El Jolgorio de Massachusetts, Inc. "The BCEC, with its exceptional facilities, is the perfect venue to accommodate the thousands of attendees we get every year. This is a true partnership that benefits important literacy programs for Latino children all over Massachusetts."

The El Jolgorio de Massachusetts, Inc. ("El Jolgorio") is a 501 (c)(3), non-profit organization, dedicated to fostering leadership, civic engagement and educational attainment among Latino youth. El Jolgorio de Massachusetts, Inc. is supported by a broad group of community leaders and corporate organizations who are dedicated to promoting the arts and is committed to advancing educational programs for Latino youth.

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. In 2006, the MCCA hosted 275 events at the BCEC and the Hynes, which drew in 696,522 attendees and generated 648,862 hotel roomnights, as well as \$528 million in economic impact for Greater Boston.

Large upcoming events at the BCEC includes the American Chemical Society brining August 20 – 24, drawing in 15,000 attendees; AARP Life @ 50+, September 6 – 8, attracting more than on 20,000 attendees; and the Boston Gift Show, September 15 – 18, with 10,000 attendees.

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