

THE UNIVERSITY OF TEXAS-PAN AMERICAN

February 12, 2008

Contact: Office of University Relations
956/381-2741

MEDIA ADVISORY

- What:** The University of Texas-Pan American will host a Press Conference to announce an exciting schedule of activities and events for the second annual Festival of International Books & Arts (FESTIBA) to be held March 24-29 on the University campus. With a theme of "Reading Other Worlds; Storytelling through the Arts," FESTIBA celebrates the arts and humanities, encourages literacy and broadens cultural awareness through hands-on, interactive and innovative opportunities to experience books, poetry, drama, lectures, musical concerts, art exhibits, presentations in design, dance, theatre, films and more. Partnering groups include the Texas Book Festival's "Reading Rock Stars" visiting author program; Reading is Fundamental, Inc.; The Monitor "Newspapers in Education" program; Region One GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs); and the Region One Education Service Center.
- When:** Friday, February 22, 2008
10 a.m.
- Where:** International Trade and Technology (ITT) Building,
UTPA Campus, 1201 W. University Drive, Edinburg
- Who:** UTPA President Dr. Blandina Cárdenas; U.S. Congressman Rubén Hinojosa (TX-15); Dr. Dahlia Guerra, Dean, UTPA College of Arts and Humanities; representatives from the Texas Book Festival and Reading is Fundamental, Inc.; and other UTPA administrators, faculty members and staff.
- Why:** Learn how FESTIBA not only offers opportunities for University students and faculty to participate in the exchange of arts, research and ideas but also gives other visitors to campus during the week and on Community Day, March 29, valuable insights into an artistic, creative and educational environment. Through its promotion of literacy, particularly through visits by well-known authors to Rio Grande Valley schools and a roundtable on literacy, FESTIBA seeks to increase interest and appreciation for reading, leading to improved success in secondary and postsecondary education. By providing exposure to a wide range of artistic and creative endeavors during the week ranging from art exhibits and poetry readings to a free concert by one of the hottest Norteño bands (Grupo Duelo) – FESTIBA seeks to stimulate and encourage lifelong interest in and support of the arts and humanities
- NOTE:** **The press conference will feature a musical presentation by the UTPA Trio, made up of the Dean of the College of Arts and Humanities and two other faculty members, who will provide an accompaniment to a tango dance presentation--a great audio/video opportunity for media at the press conference. A MEDIA PACKET WITH A COMPLETE LIST OF FESTIBA ACTIVITIES WILL BE MADE AVAILABLE AT THE EVENT.**

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