

FOR IMMEDIATE RELEASE

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MEDIA INVITE & ADVISORY: Consul General, Film Producer & Cultural Leaders Launch Spirits of Mexico Festival 2026 – Featuring Sonora

PHOENIX, AZ – March 12, 2026 – Members of the media are invited to attend the official press conference and cultural kick-off event for the Spirits of Mexico Festival 2026 – Featuring Sonora, taking place Tuesday, March 17, 2026, from 4:00 PM to 7:00 PM at the Third Street Theater at Phoenix Center for the Arts in Downtown Phoenix.

The event marks the official launch of the festival week and will highlight the cultural and economic ties between Arizona and Sonora, Mexico.

The press conference will feature remarks from Jorge Mendoza Yescas, Consul General of Mexico in Phoenix; Isabel Cristina Fregoso, Director of the Mexican film *La Arriera*; Yazmin Quezada, producer of the Spirits of Mexico Festival and founder of IMEX Live Events; and Angelique N. Kane, Executive Director of Phoenix Center for the Arts.

Following the press conference, attendees will enjoy a screening of the Mexican film *La Arriera*. As part of the cultural experience, Isabel Cristina Fregoso will also lead a Raicilla tasting, highlighting the traditional Mexican spirit that plays an important role in the film's narrative.

This event is part of the cultural agenda promoted by the Consulate General of Mexico in Phoenix, aimed at strengthening cultural promotion and community engagement with the Mexican community and the broader public in Arizona. Through initiatives such as this, the Consulate seeks to showcase Mexico's rich cultural heritage, highlight artistic talent, and foster spaces for intercultural dialogue. In this context, cinema is recognized as a strategic tool for cultural outreach and audience development, and the creation of a permanent Mexican film series at the Consulate will help bring national productions to Mexican and binational audiences while promoting access to culture and dialogue between filmmakers and the community.

This event serves as the official start of the Spirits of Mexico Festival week, leading up to the main festival celebration on March 21–22 at Heritage Square in Downtown Phoenix, featuring gastronomy, spirits, music, mixology demonstrations, artisan markets, and family-friendly cultural programming.

WHAT: Press Conference & Cultural Kick-Off for Spirits of Mexico Festival 2026

WHO:

- **Jorge Mendoza Yescas**, Consul General of Mexico in Phoenix
- **Isabel Cristina Fregoso**, Director of *La Arriera*

- **Yazmin Quezada**, Producer, Spirits of Mexico Festival / IMEX Live Events
- **Angelique N. Kane**, Executive Director, Phoenix Center for the Arts

WHEN: Tuesday, March 17, 2026 | 4:00 PM – 7:00 PM

PROGRAM:

4:00 – 4:30 PM | Press Conference & Festival Announcement

4:30 – 4:45 PM | Guest Seating

4:45 – 6:28 PM | Film Screening – *La Arriera*

6:28 – 7:00 PM | Closing & Community Conversation

WHERE:

Third Street Theater at Phoenix Center for the Arts
1202 N 3rd St, Phoenix, AZ 85004

MEDIA RSVP / CONTACT:

Media interviews, photo opportunities, and cultural demonstrations will be available.

Spokespeople:

Alexandra López Sánchez M., Press Office, Consulate General of Mexico in Phoenix

About Phoenix Center for the Arts:

Phoenix Center for the Arts provides arts and culture opportunities for all through education, programming, and advocacy. The Center strives to be the premier provider of arts and cultural experiences that improve, stimulate, and unite the communities we serve.

About Spirits of Mexico Festival:

The Spirits of Mexico Festival is an annual celebration that brings the heart of Mexico to Downtown Phoenix through immersive cultural experiences featuring regional cuisine, distilled spirits, music, dance, and art. Each year, the festival spotlights a different Mexican state, showcasing its unique heritage, traditions, and creative expression to unite communities through culture.

About the Consulate General of Mexico in Phoenix:

The Consulate General of Mexico in Phoenix serves as Mexico's official diplomatic mission for central and northern Arizona, providing essential consular services, community outreach, and legal and documentation support to Mexican nationals. It works to strengthen cultural, economic, and political relations between Mexico and Arizona while promoting the well-being, rights, and civic participation of the Mexican community in its district.

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