



**City of El Mirage**  
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# Press Release

## For Immediate Release

**Date:** September 10, 2012  
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### Upcoming El Mirage Events Offer Something for Everyone

Fall is right around the corner, which means a new season of special events in El Mirage where residents and visitors alike are welcome. The Hispanic Heritage Fiesta takes place September 28 from 5 pm – 8 pm at the City Plaza, 14010 North El Mirage Road. The event honors the long, rich history of Hispanic culture in El Mirage and will feature folklorico dancers, a classic car show, musical entertainment, and a variety of food choices. The Halloween Harvest Festival, scheduled for October 26 from 5 pm – 9 pm at the plaza, will also include a classic car show, which has been a popular addition to the City's fall events. In addition, the Harvest Festival will feature costume contests, music, face painting and magic shows. During November's postcard perfect weather, El Mirage will mark its annual birthday beginning November 17 at Gateway Park, 10100 North El Mirage Road, with a weekend outdoor carnival where rides, games, and food provide fun for all ages. December's holiday season brings back the Christmas Tree Lighting Ceremony at the plaza on December 7, as well as the City's Annual Pancake Breakfast on December 8. Additional details concerning all events will be posted on the City's web site at [www.cityofelmirage.org](http://www.cityofelmirage.org) under special events. Admission to all scheduled events is free.

Vendor spaces are available at all events for just \$20 and business licenses are waived for participating vendors. Event sponsorships start at just \$45 and may include media write-ups, signage, and priority seating. Sponsorships are available to suit every business need.

For more information about events, vendor spaces, and event sponsorships, contact Angela Serda at (623) 876-2942 or via e-mail at [aserda@cityofelmirage.org](mailto:aserda@cityofelmirage.org).

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