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Contact: Phil Cardone

Phone: 718-931-9500 x33

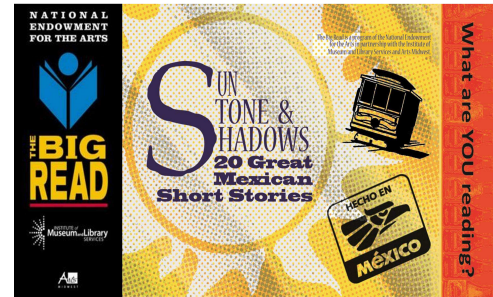
E-Mail: trolley@bronxarts.org

Web: www.bronxarts.org

**May 5th's Bronx Culture Trolley Goes Mexican in a Salute to Cinco de Mayo
plus a visit by the Consul General of Mexico in New York and a
Big Read Day Proclamation by Bronx Borough President Ruben Diaz Jr.**

(Bronx – April 23, 2010) **The Bronx Culture Trolley goes Mexican on Wednesday, May 5th** in a salute to Cinco de Mayo. Ambassador Rubén Beltrán, Consul General of Mexico in New York will be stopping by and Bronx Borough President Ruben Diaz Jr. will be on hand to issue a proclamation for Big Read Day in the Bronx. The day will include food, music, and entertainment from Mexico, a Mariachi band, a Mexican DJ, a Big Read-inspired student exhibition, performances, and more.

Immediately following the Borough President's 6:00pm proclamation will be an award presentation to our special honorees Ambassador Rubén Beltrán, Consul General of Mexico in New York, and Dr. Félix V. Matos Rodríguez, President of Eugenio María de Hostos Community College.



Along the [South Bronx Cultural Corridor](#), the evening offers additional family activities at the [Longwood Art Gallery @ Hostos](#), an art & food festival, the [Bronx Museum of the Arts](#), [BronxArtSpace](#), LDR Studio Gallery and the [Bruckner Gallery](#). The trolley, itself, will be transformed into a Mexican trolley and a story from the Mexican anthology *Sun, Stone and Shadows* will be played over the trolley's on-board CD system. The [Bronx Culture Trolley](#) is a program of the [Bronx Council on the Arts](#) (BCA). Admission to most venues is free and all are welcome to hop on board and enjoy them.

May 5th's Trolley begins at 5:00pm with a meet-and-great reception at the **Longwood Art Gallery at Hostos** Community College and a viewing of its current exhibitions *...in the City: Memory, Places and Spaces*, *Transmit-Transit*, and *Impractical Hats: Indie Crafts Reinvent Everyday Gear*. This evening the gallery features a special art exhibit inspired by The Big Read by students from the Hostos Digital Design and Animation program as well as a demonstration in the Hostos atrium of some of the museum-quality skills of handling, packing and installing art that were acquired by students of BCADC's **Art Handler Training Program**. Other activities include: **bronxArtworks Artisans Boutique** in the Hostos lobby, a **Papel Picado Demonstration**, a **Mariachi Performance** by Mariachi Real de Mexico, and a **DJ spinning Mexican tunes** in Hostos Memorial Park (adjacent to the college).

The trolley bell clangs at 5:30pm, 6:30pm, and 7:30pm indicating the trolley's departure from Hostos on its way to the evening's cultural events. The Bronx Culture Trolley is your free ticket to a cultural tour along the South Bronx Cultural Corridor of the lower Grand Concourse. **Admission to all participating venue attractions is free.** The Bronx Culture Trolley runs on the first Wednesday of each month (except January and September) providing Bronxites and tourists alike a fun way to travel via a replica of an early 20th-century trolley car. Passengers are given the opportunity to sample several of the area's hottest cultural attractions, dining establishments and entertainment venues along the way.

FIRST STOP: Bronx Museum of the Arts (1040 Grand Concourse at 165th Street / 718-681-6000) for a viewing of the museum's current exhibitions *Road to Freedom: Photographs of the Civil Rights Movement, 1956-1968* and *After 1968: Contemporary Artists and the Civil Rights Legacy*. **NEXT STOP: Lou Gehrig Plaza** (161st Street / 718-993-9139) for an **Art & Food Festival** featuring local artisans and local flavor. **NEXT STOP: BronxArtSpace** (305 East 140th Street / 718-401-8144) for viewing of a new exhibition curated by Wayne Northcross. **NEXT STOP: LDR Studio Gallery** (137 Alexander Avenue, Suite 10, 4th Floor / 917-558-2389) for a viewing of a new exhibition by Albert T. Colon and Michael Paterek. **FINAL STOP: Bruckner Gallery at the Bruckner Bar & Grill** (1 Bruckner Blvd. / 845-729-5467) for a viewing of Dan Asher's photo exhibition of icebergs. The exhibition will be followed by a Karaoke after-party showcasing Bronx artists and performers. Drink specials and full menu will be available. Come to sing, laugh or just watch as you wind down your trolley night.

For additional information on the Bronx Culture Trolley and the Bronx Cultural Card (which offers percentage off discounts at participating Bronx organizations and business establishments), contact Phil Cardone at 718-931-9500 x33 or at trolley@bronxarts.org. The Bronx Culture Trolley will roll again on June 2, 2010. Visit BCA's website at www.bronxarts.org in mid-May for information on June 2nd's Bronx Culture Trolley activities as well as updated information on other events, activities, and programs of the Bronx Council on the Arts.

The Bronx Culture Trolley, a program of the Bronx Council on the Arts' Bronx Cultural Card and the Bronx Tourism Council, is made possible with funding from the Rockefeller Foundation, JPMorgan Chase Foundation, Scherman Foundation, Carnegie Corporation, the Bronx Empowerment Zone, NYC Department of Cultural Affairs, NYS Council on the Arts, and Council Member Maria del Carmen Arroyo.

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