



33rd Santacruzán & Street Fair 2011

Sunday, May 29 – Jersey City, NJ

“The Northeast's largest & longest running Santacruzán celebration.”

FOR IMMEDIATE RELEASE

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CAM'S 33RD SANTACRUZAN / FLORES DE MAYO & STREET FAIR 2011 ANNOUNCES SPONSORS & ENTERTAINMENT LINE-UP

JERSEY CITY – The Catholic Action of Mary (CAM) announces it's 33rd Santacruzán and Flores de Mayo celebration will be held on Sunday, May 29, 2011. The Filipino tradition of Santacruzán is a religious commemoration of the finding of the True Cross by the Emperatriz (thus, Reyna Elena) mother of the Roman Emperor Constantine who, in the Edict of Milan in 313, legalized Christianity. This paved the way for its spread throughout the world. But it is also the celebration of the Spanish springtime tradition of Flores de Mayo dedicated to the Blessed Mother with offerings of flowers and festive processions.

CAM's celebration is the largest and longest running Santacruzán here in the Northeast, USA. CAM is proud to announce this year's 33rd Santacruzán & Street Fair 2011 **Broadcast Sponsor- GMA PINOY TV & Media Sponsors – Asian Journal & Filipino Express.** GMA Network operates GMA Pinoy TV through which it offers subscription-based programs internationally. GMA Pinoy TV delivers to an international audience most of the company's popular news and public affairs and general entertainment programs that have made it the top-rated television station in Mega Manila and in Urban Luzon. GMA Pinoy TV is currently available in the United States including Hawaii Guam and Saipan, Canada, Singapore, Hong Kong, Japan, Australia, New Zealand, Papua New Guinea, the British Asian Territory of Diego Garcia, 16 countries the Middle East, 11 countries in North Africa and 49 countries in Europe. GMA Pinoy TV aims to establish global exposure and presence for GMA Network, Inc. in order to bring the company's programs to Filipino communities around the world. (www.gmapinoytv.com) The **Asian Journal** mirrors the phenomenal growth of the Filipino American (FilAm) community in the United States. From a small staff & humble beginnings, it has grown into one of the biggest FilAm publishing firms in America. Presently, top caliber writers, artists & creative people come together to give FilAms well-balanced, relevant & informative editions weekly. They are committed to excellence, maximizing every opportunity to improve their products & services & making them responsive to the ever-changing demands of the FilAm community. (www.asianjournal.com) The **Filipino Express** is the leading Filipino American newspaper. Founded in 1986, it is the most reliable source of news & information in the community. (www.filipinoexpress.com)

CAM, in community partnership with the **Pan American Concerned Citizens Action League, Inc. (PACCAL)** will be celebrating Santacruzán Day with it's street fair, now in it's 5th year. (www.paccal.org) The 33rd Santacruzán & Street Fair 2011 has grown to become one of the largest gatherings of Filipino's here in the Northeast, USA attracting young and old by the thousands. It will be an all day event complete with over 50 vendors: flea market type, food concessions, booths for non-profit organizations, businesses, sponsors and all day games, prizes and activities for the children. (**Vendors contact:** Joey Mayo (917)-656-9443 / Ria Serrano (718)-414-4041 or email SantacruzánStreetFair@gmail.com .) It will be located on Second St. between Erie St. & Marin Blvd., Jersey City, NJ (10 am to 9 pm). The highlight of the day is the Religious Procession and the traditional celebration of the Santacruzán with the Hermanos & Hermanas Mayores, the Reynas and Sagalas. There will be a mass at St. Mary's Church, Second St. corner of Erie St., Jersey City at 2:30 pm and the procession follows immediately after the mass.

We would like to thank our **Promotional & Entertainment Sponsors - Bad Boi Ent., Air Ent., d' boss Ent., MakeMeMagnate, Nosaj Ent. & Cassanova Ent.** for providing the entertainment and promotional support. On stage will be live performances (12-2:30 pm) & (5-9 pm) with a Youth Dance at Marian Hall after the performances until 11pm. This year's Entertainment Line – Up: **Featuring** : Stella Ruiz - Micheal Cruz / **Bands:** Sustain - Ukissme Band – Superproxy - Novo Kayne – AVE – Man-Ga - Michael Christian & Co. / **Singers:** Bryan de Leon - Tiffany Viray - Kirby Asunto - Cienese

Lontoc - Allen Pacla - Lorenzo Beniga - Jonny Cruz - Alyssa Shoemaker - Ellie Velez - Chloe Zambrano - Gail Banawis / **Hip Hop & Dance:** Triangle Offense - L.D.S.S. - NBK -PARE (Step) & Special Guest DJ's. **Hosted by:** JR Lavarro.

There will be two fundraiser benefits held for the Santacruzán Street Fair:

NEW JERSEY - FRI. APRIL 29, 2011

@ Sanai's Lounge - 510 Summit Ave, Jersey City, NJ 07306 (www.sanaisrestaurant.com) Doors Open 10 pm Join us at former NBA player Terry Dehere's Lounge for an evening featuring 2 Floors of DJ's & Live Bands and performances. Join the Pool Table Challenge! Located 1 block away from JSQ PATH train. Free Parking. Performances by: Superproxy – Novo Kayne – Triangle Offense & Dj Audey B.

NEW YORK CITY - FRI. MAY 13, 2011

@ Red Egg - 202 Centre St., NYC between Hester St. & Grand St. (www.redeggnyc.com) Doors Open 10:30 pm. Come and taste the finest authentic Asian Cuisine at this luxurious restaurant lounge. Live Performances, Full Dinner Menu until 12 midnight. Kitchen open til 2 am. Located only 1 block away from Canal St. in Chinatown. Performances by: Bryan de Leon – Sustain – Pachada & Man-Ga

Both events will feature live performances and acts from our Entertainment Sponsors. \$10 Donation at the door, ID 21 & Over, Proper Attire is requested. All the proceeds from these two benefits will go to support the 33rd Santacruzán & Street Fair 2011. We would also like to thank the Fil-Am Community at large for your continued support whom without this event would not be possible.

The Santacruzán novena mass will be held from May 20-28 at St. Mary's Church on Second St. & Erie St., Jersey City, NJ. We would like thank and congratulate this year's **Santacruzán Chairperson 2011:** Ledy Almadin and our **Santacruzán Advisers:** Gerry Austria, Ellice Flores, Joseph Gulmatico, Nimia Lacebal & Gani Puertollano

All are invited to participate in this year's events, please contact: **Santacruzán Procession** (Sun. May 29, 2:30 pm), Sagalas and Escorts: Eloisa Porto – (551) 998-8528, Damas, Flower Girls and Angels: Misty Tolentino – (201) 792-5371, **Santacruzán Street Fair**, (Sun. May 29, 10am – 9pm), Sponsors, Vendors, Performers and Volunteers contact: Joey Mayo – (917) 656-9443, **Santacruzán Ball at Sheraton Hotel - Newark, NJ** (Sat. May 14), **Invitations:** Connie Kasilag – (201) 420-0387, Eloisa Porto – (551) 998-8528, **Souvenir Journal Ads:** Connie Kasilag – (201) 420-0387 For more info visit : www.catholicactionofmary.com