

CHEECH MARIN PRESENTS



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Cheech Marin's "The Chicano Collection/La Colección Chicana" Exhibit on View at La Raza Galeria Posada, April 8 through July 9, 2006

SACRAMENTO—Paintings by 26 prominent Chicano artists depicting urban life and the Chicano experience between 1969 and 2001 will be on view in an exhibition entitled, "The Chicano Collection / La Colección Chicana: Fine Art Prints by Modern Multiples," at La Raza Galeria Posada, 1421 R Street, April 8 through July 9, 2006.

"The Chicano Collection / La Colección Chicana: Fine Art Prints by Modern Multiples" is a traveling exhibition, displaying artwork primarily from actor and art advocate Cheech Marin's collection—considered the largest of its kind. The exhibition includes work by Carlos Almaraz, Carmen Lomas Garza, Rupert Garcia, Ester Hernández, Patssi Valdez, and other top Chicano artists; most are from California.

The exhibition is part of a project spearheaded by Marin that created high-quality digital reproductions (gicleés) of original paintings and donated the gicleés to 50 major U.S. art museums and universities. The project is designed to advance Chicano art forms as a recognized school of American art and increase public accessibility to this work in cities across the country.

"Chicano art is American art. My goal is to bring the term 'Chicano' to the forefront of the art world," said Marin. "Using the most advanced technology available today, we are creating these important artistic expressions of the American experience as 'time capsules' to embed into top U.S. art collections and to expose them to the widest audience possible."

The exhibition will be on view at Sacramento's oldest Hispanic cultural arts center, La Raza Galeria Posada, during Tuesday - Thursday, 11:00 a.m. to 6:00 p.m. and Friday - Saturday,

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11:00 a.m. to 8:00 p.m. Admission is free, but donations are suggested. "We are privileged to host this enlightening exhibition of Chicano art," said La Raza Galeria Posada's Executive Director, Stephanie Cornejo.

Marin is a third-generation Mexican American from East Los Angeles and the 1999 recipient of the National Council of La Raza's Kraft Foods Alma Community Service Award. His TV credits include a recurring role on "Judging Amy" and the CBS drama, "Nash Bridges." Recent films include "Once Upon a Time in Mexico" with Johnny Depp and "Christmas with the Kranks" with Tim Allen. Since the 1960s, he has been renowned as a comedian, film actor, director, writer, musician, and art collector. His 1997 release "My Name is Cheech, the School Bus Driver" was the number #1 selling children's album in the country. A passionate supporter of his community, Marin continues to bring together painters, sculptors, writers, actors, and musicians.

Presenting sponsors of the exhibition tour are Bank of America and Farmers Insurance with support in Sacramento from Starbucks Coffee Company, Univision 19, CBS 13, and UPN 31. In 2004, Bank of America and Farmers Insurance teamed with Marin to produce "The Chicano Collection / La Colección Chicana." Their generous support has funded all aspects of the multi-year project, from print production to portfolio donations and now the exhibition tour. "Bank of America has long celebrated the cultural contributions of Latinos. We're proud of our leadership role in producing the project and in bringing this dynamic exhibition to Sacramento," said Rick Maya, President, Bank of America Sacramento. "Our investment in this educational exhibition reflects Farmers' continued commitment to recognizing the rich contributions of Latinos to American culture," said Andy Reser, State Executive Director-Northern California, Farmers Insurance.

For more information about the exhibition in Sacramento, call Kristy Garza or Bobby Pena of BPCubed at (916) 440-0980. To learn more about "The Chicano Collection" exhibition tour, the print project, and the featured artists, visit www.thechicanocollection.net or contact Melissa Richardson Banks of CauseConnect at (213) 972-0884 or melissa@causeconnect.net.

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