



A CENTURY OF SERVICE

News Release

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Mexico Vivo Returns with 'Cri-Cri' Songs, Dance Celebrate Beloved Mexican Character July 17-18

Cri-Cri the cricket was born on Mexican radio in 1934 when radio was still king and imaginations ran wild. The character, invented by Francisco Gabilondo Soler, was the star on Mexico's station XEW and quickly rose to fame throughout the country. To celebrate the legacy of this character, the Mexico Vivo Dance Company will present the music and dance show "Cri-Cri" at 7 p.m. July 17 and 18 at Winchester Cultural Center, 3130 S. McLeod Drive. Tickets are \$7 for adults and \$5 for seniors and children ages 12 and younger.

Soler, the creator of the cricket, became known as Cri-Cri and shared popularity similar to that of Walt Disney in the United States. The essence of Cri-Cri lies in his songs, which are fables or moral stories for children. Mexico Vivo added choreography to the songs and created colorful animal costumes for the dancers. The show was first presented at the Winchester Cultural Center in 1998 and most recently at the East Las Vegas Community Center where a second show was added to accommodate the crowd.

Since its inception, the show has been expanded to include new choreography by the company and by guest choreographers Reyna Esquivel, Marisol Hernandez, Lupita Wence and Gloria Aguilar. The number of songs now totals 27, triple the number the show began with more than 10 years ago. Ixela Gutierrez is the company's artistic director and Jose Luis Torres and Horacio Marquez are the artistic coordinators.

Those interested in "Cri-Cri" can call Winchester Cultural Center at 455-7340 or visit the Web site at www.accessclarkcounty.com/parks.

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Clark County is a dynamic and innovative organization dedicated to providing top-quality service with integrity, respect and accountability. With jurisdiction over the world-famous Las Vegas Strip and covering an area the size of New Jersey, Clark is the nation's 15th-largest county and provides extensive regional services to more than 2 million citizens and 44 million visitors a year. Included are the nation's 7th-busiest airport, air quality compliance, social services and the state's largest public hospital, University Medical Center. The county also provides municipal services that are traditionally provided by cities to almost 900,000 residents in the unincorporated area. Those include fire protection, roads and other public works, parks and recreation, and planning and development. In 2009, Clark County celebrates a "century of service."