

**FOR IMMEDIATE RELEASE**

April 13, 2017



**CONTACT:** DeAnn Lubell-Ames – (760) 831-3090

Note: Photos available at <http://mccallumtheatre.com/index.php/media>

**MCCALLUM THEATRE PRESENTS  
EAST VALLEY VOICES OUT LOUD 2017**

**Evening of entertainment showcasing artistic voices of the  
Eastern Coachella Valley**

PALM DESERT, CA – The McCallum Theatre will present a second edition of ***East Valley Voices OUT LOUD***, a dynamic evening showcasing on the McCallum Theatre stage the vibrant talents of singers, poets, actors, rockers, rappers, boleros, video artists, mariachis and more from the Eastern Coachella Valley. The event on Saturday, May 13 at 8pm is an outgrowth of the two-year McCallum Theatre Crisálida Community Arts Project originally funded by The James Irvine Foundation to identify, inspire and share artistic voices from four East Valley communities: Indio, Coachella, Thermal and Mecca.

Tickets for *East Valley Voices: OUT LOUD* are \$22, \$17, \$12 and \$9 and may be purchased at the McCallum Theatre box office, 73000 Fred Waring Drive, Palm Desert or online at [www.mccallumtheatre.com](http://www.mccallumtheatre.com). *East Valley Voices: OUT LOUD* is conceived, curated and directed by internationally-renowned poet/storyteller/activist **David Gonzalez** who served as Project Manager for the Crisálida Community Arts Project since its inception in 2014.

During the two weeks leading up to the performance, Dr. Gonzalez will be conducting creative writing, poetry, and performance workshops at East Valley community centers in Indio, Mecca, Thermal and Coachella. He will consult with local spoken-word artists, visual artists, and musical artists offering professional expertise to help them shape their creative offerings. Mr. Gonzalez will also mentor young artists at various schools and after-school programs to help prepare them for appreciating, and possibly participating in, the *East Valley Voices: OUT LOUD* performance.

Among the evening's performers include: poets Erika Castellanos and Arturo Castellano, singer/songwriter Giselle Woo, singer Jesus Galaviz, East Valley Poets from workshops conducted by Maria Galaviz, monologues from East Valley Rep theatre company under the direction of Carlos Garcia, Vigilantes del Desierto, poet Francisco Rodriguez, music and video from Victor Gonzalez, Mariachis Serenata La Danza De Los Viejoitos y Las Maringuillas, Purepecha Community of Mecca.

"We are thrilled to welcome these extraordinary artists back to the McCallum Theatre stage," said **Mitch Gershenfeld**, the Theatre's President and CEO who conceived the idea of the Crisálida Community Arts Project, successfully secured the original funding from The James Irvine Foundation, and committed the McCallum's resources for a

return performance this season. “Our initial mission with Crisálida was to find unique artistic voices in the East Valley and work with them to enhance their profile and elevate their exposure. As Project Manager, David Gonzalez did an outstanding job cultivating relationships with existing artists and arts organizations in the East Valley and providing opportunities for individuals and groups to express themselves through written and spoken word, music, visual arts and more. The first *East Valley Voices: OUT LOUD* was not only an artistic success, but it was one of the most memorable and special nights at the Theatre last season. We are delighted to continue our partnership with such wonderful emerging artists from the Eastern Coachella Valley.”

“The first *East Valley Voices: OUT LOUD* show really made me look at my opportunities as an artist,” said Erika Castellanos. “I have been given opportunities through Crisálida to share my poetry in front of an audience which makes me more motivated to start doing projects like this with others and impact them to follow their dreams.”

“On behalf of Vigilantes de Desierto, I want to give my sincere thanks to the Crisálida Community Arts Project and especially David Gonzalez and his collaborators for the invitation to participate in the event at the McCallum Theatre,” said Bernardino Ramirez. “For my partners and me, we thought last year was a once-in-a-lifetime experience and now we get to do it again! It is wonderful at our age; we still get to discover the capabilities that every single human being can have if they get the opportunity to perform.”

“Last year was such a great experience for me because it allowed me to share my poetry with a crowd I never thought I would have the opportunity to reach,” said Mario Estrada. “*East Valley Voices: OUT LOUD* also gives the East Valley community a platform to express what it means to live in a Valley that has always been dominated by the voice of the West.”

The Crisálida Community Arts Project is an initiative of the McCallum Theatre to share the creative voices in four Eastern Coachella Valley communities: Indio, Coachella, Mecca and Thermal. Crisálida was funded originally by The Irvine Foundation through its Exploring Engagement Fund for Large Organizations for a two-year period beginning in September 2014. The McCallum engaged David Gonzalez to, create relationships, identify artists and arts-related activities and conduct workshops, participate in festivals, encourage creativity, and produce live performances that would celebrate, facilitate, inspire and chronicle organic, meaningful and relevant cultural experiences for residents in the four Eastern Valley communities.

“The Eastern Coachella talent pool is deep,” said Gonzalez. “I’m thrilled to be collaborating with East Valley artists again. These folks are soulful, talented and refreshingly original. We invite you dive in with us for *East Valley Voices: OUT LOUD 2017*.”

The McCallum Theatre presents ***East Valley Voices: OUT LOUD*** on Saturday, May 13, at 8:00pm. Tickets are \$22, \$17, \$12 and \$9 and are available online at

[www.mccallumtheatre.com](http://www.mccallumtheatre.com) or by calling the McCallum Theatre Box Office at (760) 340-2787. McCallum Theatre, located at 73000 Fred Waring Drive, Palm Desert CA 92260, accepts payment by cash, personal check, VISA, MasterCard, Discover and American Express.

*The McCallum Theatre Box Office, its phone center and website, are the only authorized outlets for tickets to performances presented at the Theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*

###