



FOR IMMEDIATE RELEASE

Contact: Maria Villarreal  
(213) 228-7555

## **Los Angeles Public Library to Co-Sponsor *LéaLA*, City's Spanish-Language Book Fair, May 11 – May 13**

Los Angeles Public Library is proud to co-sponsor for the second year *LéaLA* ("ReadLA"), which made history last year by becoming Los Angeles city and country's first Spanish-language book fair. Open to the public, the free, three-day literary fair returns to the Los Angeles Convention Center, South Hall K, 1201 South Figueroa St., May 11 through May 13, from 10 a.m. – 7 p.m. each day.

*LéaLA* is organized by the University of Guadalajara (UdeG) to extend its arts and culture outreach programs to the Latino community in Los Angeles. Last year, the festival drew more than 10,000 people each day daily. This year, renowned international authors, such as Carlos Ruiz Zafón, Elena Poniatowska, and James Ellroy, will participate. In addition, the list of authors includes pop culture icons from television such as "El hijo del Santo"; the Mexican personality Gaby Vargas and the television host Yordi Rosado, all presenting their books. Over 100 publishers will showcase their best Spanish-language fiction and non-fiction.

Among the cultural activities will be two children's theatre presentations: "Un tutu muy apretado" (A Too Tight Tutu) and "Martina y los hombres pajaro" (Martina and the Bird Men), as well as music for kids with popular singers and writers Jose Luis Orozco and Margarita Robleda. The storybook readings for the children will include the participation of authors such as Gabriela Olmos, Ignacio Padilla and Monica Brozon. And since *LéaLA* coincides with Mother's Day, Sunday, May 13, special Mother's Day-themed activities will be featured.

-more-

---

Peter Persic, Public Relations & Marketing Director



"To meet the information needs of Los Angeles' Spanish-speaking community, LéaLA offers the Library a unique opportunity to explore, examine and select the newest and best materials offered by publishers throughout Latin America," said Pat Cuesta, LAPL Multilingual Collections Manager.

The three-day event will offer events beyond the world of books, including concerts at the Nokia Theatre at L.A. Live by Grammy-winning artists including Gloria Trevi, Los Tigres Del Norte and Calle 13. Unlike most *LéaLA* events, which are free, admission will be charged for the Nokia Theatre concerts.

*LéaLA* is modeled after UdeG's popular and prestigious FIL Guadalajara International Book Fair (*FIL*), Latin America's largest annual cultural event, held in Mexico each November. *FIL*, now in its 26th year, is considered the most important event for the world's Spanish-language book market, and with more than 600,000 participants, it is the largest book fair in the world after the Frankfurt Book Fair.

Last year, *LéaLA* attracted more than 36,000 visitors, over 141 publishing houses and 120 authors and academics. The visitors had access to 39 book presentations, 20 author talks, and seven forums as well as a children's pavilion with 100 workshop sessions, and literary and academic programs.

"It was an overwhelming success," said *LéaLA* Director Marisol Schulz Manaut. "It superseded all expectations."

To learn more about *LéaLA*, please visit <http://www.lea-la.com>.

Los Angeles Public Library serves the largest and most diverse population of any library in the United States through its Central Library, 72 branch libraries, and Web-based services accessed at [www.lapl.org](http://www.lapl.org).

# # # #

*LéaLA* 2012

miv/05-01-12