

## **UCSD/Tijuana Cultural Connection to hold "Tijuana Day" in Price Center Plaza**

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### **THE UCSD/TIJUANA CULTURAL CONNECTION TO HOLD A "TIJUANA DAY" EVENT IN PRICE CENTER PLAZA**

The UCSD/Tijuana Cultural Connection will sponsor a three-hour informational exchange and cultural event from 11 a.m. to 2 p.m. Wednesday, Jan. 31, at the University of California, San Diego Price Center Plaza.

The "Tijuana Day" program will include more than 20 booths, entertainment by leading Tijuana artistes, and two indoor panel discussion groups.

The event will be open to the UCSD community and the general public to help raise community awareness of the cultural and educational richness of Tijuana; to organize tours and trips to Tijuana's cultural and educational programs, and to assist with humanitarian projects in that city.

At noon there will be a panel discussion titled "How to Maximize your Tijuana Experience," in Gallery A of the Price Center, sponsored by the Student Safety and Awareness Program. At 1 p.m. there will be a panel discussion on educational and experiential opportunities in Mexico, to be held in the Price Center on the second floor, Rooms 5 and 6.

Some of the organizations represented during the "Tijuana Day" event will be the Habitat for Humanity, a national organization having a UCSD chapter. The group will be helping to build more than 100 dwellings in Tijuana within the next year, starting this spring.

Also represented will be Students Encouraging Education and Development (SEED), which co-ordinates programs with the Mexican Red Cross and organizes fundraisers for Tijuana medical clinics. Students Active Toward Community Health (SATCH) also assists with donating time with community awareness and service trips to Tijuana.

Also present will be representatives from the Casa de la Culture, the Volunteer Connection, UCSD Student Legal Services, the Wilderness Club, the Tijuana Chamber of Commerce, El Centro Cultural de la Raza, the San Diego Economic Development Corp., UCSD's Fifth College, the UCSD Hispanic Staff Association, Los Niños, UCSD's U.S.-Mexican Studies, MEChA, the Mayor's Office of Bi-National Affairs, the Governor's Office of California/Mexico Affairs, and others.

The UCSD/Tijuana Cultural Connection is a UCSD organization established by the Office of Undergraduate Affairs. It comprises UCSD student leaders, staff and faculty. The mission is to foster diverse programs, events, activities and experiences to facilitate increased knowledge and awareness among the UCSD community about the Mexican people and the culture of Tijuana.

Upcoming exchange programs include theatre production, musical performance, academic programs, cinema, and art exhibitions.

Live entertainment will be offered between 11 a.m. and 2 p.m., including the Ballet Folklórico de la Casa de la Cultura; Ballet de la Frontera Norte, opera singer Marco Antonio Labastida and singer Linda Bahía, known for her wide repertoire of jazz and modern Mexican music.

For more information, contact Blue Robbins at 534-4200.

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