

Press Release

who: Las Tiendas de Lerma's
what: Ground Breaking Ceremony and Press Conference
where: 1602 N. Zarzamora St., San Antonio, TX 78201
When: Monday, July 15, 2019 Press conference will start at 10:30am
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San Antonio, TX (July 9, 2019) we are pleased to announce that on Monday, July 15, 2019 at 10am we are going to have the official ground breaking ceremony for the Lerma's building. Lerma's was the longest running live conjunto music venue and is a registered local and national landmark. Musicians such as Perla Tapatia, Pavo, Boom Boom, Nick Villarreal, Rita Vidaurri and the previous owner of Lerma's, Gilbert Garcia, as well as other conjunto musicians who once performed at Lerma's, have passed away. The Esperanza Peace and Justice Center is the current owner and caretaker of Lerma's and we plan to offer future cultural programming around the jazz scene that thrived in the neighborhood, the Chicano jazz and Chicano blues fusion, along with the American folk music sounds of Conjunto music. This ceremony will take place in front of the Lerma's building at 1602 N. Zarzamora St., San Antonio, TX.

10:30 AM Press Conference Begins

Lerma's Project Coordinator, Susana Segura, will emcee and introduce each speaker.

Esperanza Peace and Justice Center Board Member – Dr. Norma Cantu
City of San Antonio District 1 Councilman - Roberto Carlos Treviño
San Antonio Conservation Society Board President - Patti Zaiontz
Honorable Bexar County Judge – Nelson Wolff
Bexar County Precinct 2 Commissioner - Justin Rodriguez
Preservation Texas Board of Directors President - Ann Benson McGlone
City of San Antonio Mayor - Ron Nirenberg
City of San Antonio Office of Historic Preservation Deputy Historic Preservation Officer- Kathy Rodriguez
Texas Historical Commission National Register Coordinator – Greg Smith
Esperanza Peace and Justice Center Director - Graciela I Sanchez
Conjunto Musicologist – Juan Tejeda
Panfilo's Guerra Musician and Lead Director - Belen Escobedo

ABOUT LERMA'S BUILDING

The Lerma's building will be used as cultural arts center and community space. Near the Basilica of the Little Flower, and close to the corner of Zarzamora and Culebra, this building is located in one of the poorest areas of San Antonio and will have a significant impact on the community once open. Lerma's will have far-reaching and long-term positive effects on this community and future generations to come. The Esperanza is a 32-year old nonprofit expanding our cultural and social justice community programming into West End, one of the oldest neighborhoods in San Antonio. This neighborhood is one of the few places in San Antonio where the African-American and Mexican-American community have lived and coexisted together.

We thank the San Antonio City Council (\$500,000) and the Bexar County Commissioners (\$500,000) for publically and financially supporting the Esperanza's efforts to rehabilitate a unique and authentic part of San Antonio's cultural and historic fabric. This move to invest in our historic and rich cultural heritage is the first time since the Guadalupe Cultural Arts, back in the early 80's, that the City of San Antonio and Bexar County have invested in a Capital Project of a Latino Arts Organization. We must resist gentrification and create the world that we want to see by preserving our Cultura and Heritage.