

Joseph P. Cool selected as Publicity Chairperson for the 30th Annual Mexican Festival to be held at the Phoenix Plaza in Pontiac, Michigan in August 2005

July 8, 2005, Waterford, MI--Joseph P. Cool, President and Founder of Cool & Associates inc., a Waterford Township-based domestic/international business development company has been selected to be Publicity Chairperson for the 2005 Mexican Festival to be held at the Phoenix Plaza in Pontiac, Michigan on August 26-28, 2005. Cool was born and raised in the City of Pontiac, graduating from Oakland University prior to being drafted into the US Army. Cool is no stranger to the Hispanic global community, having worked on projects in Mexico, Venezuela, Peru, Uruguay and Argentina. Cool became a member of the Mexican Mutual Society, formerly known as the Sociedad Mutualista Mexicana during the spring of 2003 and participated in last year's Mexican Festival as a member of the Festival Committee.

The Mexican Mutual Society, located in Auburn Hills, Michigan was founded in 1943 by a group of seven Mexican-American men. Since that time, the organization has been dedicated to preserving those ideals that all Mexican-Americans cherish so deeply. The organization takes pride in promoting the Hispanic culture, sponsoring workshops and seminars on issues that affect our community, and assisting students in achieving their educational goals through scholarships. The Mexican Mutual Society has successfully conducted many activities throughout its history through the cooperation of members and volunteers in the community. Some of the more successful programs are the Scholarship Fund, the popular Monthly Breakfast, the Deceased Member Funeral Fund and the popular and highly successful Annual Pontiac Mexican Festival. The Mexican Mutual Society has recently developed a website which can be viewed at www.mexicanmutualsociety.com.

The 2005 Mexican Festival Committee is comprised of members that take responsibility and pride for various functions of the Festival. "The Festival Committee has been working diligently to organize the various activities that will make this milestone event successful", said Mrs. Mary Sanchez, President of the Mexican Mutual Society. Mrs. Sanchez was recently elected as the first female President and says "the Mexican Mutual Society has been my second-home for over 25 years and I am proud and honored to have been elected President".

Highlighting the Festival will be a Dignitary/Flag raising Ceremony on August 26 where a Keynote Speaker, Dignitaries and Guests will be recognized. Live Entertainment, Food, Beverage, Arts/Crafts and Informational Booths will be available for participants of the Festival. Additionally, Kid's Games will be available to provide a festive air to the day's activities. "I am looking forward to working with Mr. Cool for this year's Festival", says Mrs. Sanchez.

For more information please contact Joseph P. Cool, President of Cool & Associates at 248-683-1130 or jcool@cool-associates.com URL: www.cool-associates.com or

Kristina L. Hawkins, Secretary of the Mexican Mutual Society at 248-373-9890 or klhawkins@mexicanmutualsociety.com