

City of Sonoma

No. 1 The Plaza
Sonoma California 95476-6690
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org



FOR IMMEDIATE RELEASE

DATE: November 16, 2023

MEDIA CONTACT: Sarah Tracy, PIO

EMAIL: stracy@sonomacity.org

PHONE: (707) 338-3759

City of Sonoma Honors Victor Ferrer, Executive Director of Grupo Folklórico Quetzalén, as 2024 Treasure Artist

Sonoma, CA - The City of Sonoma proudly announces the selection of Victor Ferrer, Executive Director of Grupo Folklórico Quetzalén of Sonoma Valley, as the distinguished recipient of the 2024 Sonoma Treasure Artist Award. Established in 1983, the Treasure Artist Award Program by the Cultural and Fine Arts Commission (CFAC) celebrates exceptional achievements in various artistic disciplines, acknowledging individuals who have made significant contributions to the cultural fabric of the Sonoma Valley community.

Grupo Folklórico Quetzalén, founded in May 2008, stands as a testament to Victor Ferrer's visionary leadership. Originating as a senior project at Sonoma Valley High School, the group has evolved into the community's first Mexican folk ensemble, fostering cultural pride and awareness through traditional dances, music, and vibrant costumes.

Under Ferrer's direction, Quetzalén has become an integral part of the community's cultural landscape. In 2014, the Sonoma City Council officially proclaimed Quetzalén as Sonoma's official ballet folklórico, recognizing the group's cultural significance and artistic excellence.

"Victor Ferrer and Grupo Folklórico Quetzalén have been a source of inspiration and cultural pride for our community. Their dedication to preserving and sharing the traditional dances of Mexico has not only entertained us but also connected us our community's rich and diverse heritage. This Treasure Artist Award is well-deserved, and we celebrate with Victor and Grupo Folklórico Quetzalén," says Mayor Sandra Lowe.

The Treasure Artist Award is a testament to Victor Ferrer's outstanding contributions to the performing arts and his dedication to preserving and promoting the splendor of Mexico's traditional dances. Throughout the year, Ferrer will be honored at a public reception on a date yet-to-be-determined where he will be presented with the coveted "Key to the City."

"The unanimous vote of the Cultural and Fine Arts Commission reflects the exceptional impact Victor Ferrer has made in our community through his leadership of Grupo Folklórico Quetzalén. We are proud to honor him as the 2024 Sonoma Treasure Artist," says Steve Hagstrom, Chair of the Cultural and Fine Arts Commission.

The City of Sonoma extends heartfelt congratulations to Victor Ferrer for this well-deserved honor and looks forward to celebrating his artistic achievements and community contributions throughout the year.

For more information about Grupo Folklórico Quetzalén, please visit: www.quetzalengf.com For more information about the Sonoma Treasure Artist Award and the Cultural and Fine Arts Commission, please visit: www.sonomacity.org/treasure-artist/.

###