

September 9, 2010

Letter of Reference

To whomever this may concern –

This letter is to provide a reference for Tobias de La Torre. I am a freelance photographer, and met Mr. de la Torre while I was researching a photo story about Mexican American culture in general and charrería in particular. In fact, Mr. de la Torre was recommended to me as a contact for Southern California, as he is active in several organizations related to charreadas and Mexican American culture. The website of his organization is www.charrosfederationusa.com.

Due to his involvement in the community, he was able to introduce me to a host of key persons among the Southern California charros, and gain access for me to charreadas and other events which otherwise would have been difficult to get into. Being head of the Charros Federation USA, Mr. de la Torre is heavily involved in organizing the charro community and is part of a large network of contacts. Through his organization as well as his participation in programs such as MACCHO, Mr. de la Torre attempts to promote the charrería beyond the community and liaise with related organizations outside the charro community.

Mr. de la Torre actively organizes professional charreada events and competitions, several of which I attended for my documentary. The charreadas were well planned with an estimated number of visitors in excess of one thousand, and designed to appeal to families with food and refreshments being for sale throughout the arena.

In addition to organizing professional event, Mr. de la Torre is active in the community, taking groups of young charros to retirement homes and hospitals in order provide entertainment to the elderly and patients. He has also collaborated with the Riverside County Fire Department and has received a Certificate of Appreciation for his efforts.

I have extensively worked with Mr. de la Torre, and found him to be reliable, well prepared and enthusiastic about charrería and his community. If you have any questions, please feel free to contact me by phone or e-mail. You can find visual examples of a charreada and charro culture at my website www.martinrangerimages.com/c/charros

