



# - THE INAUGURAL - LATIN AMERICAN PARADE & FESTIVAL

FOR IMMEDIATE RELEASE

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## INAUGURAL LATIN AMERICAN PARADE & FESTIVAL IN DOWNTOWN LONG BEACH ANNOUNCES ENTERTAINMENT LINE-UP

LATIN AMERICAN RADIO PERSONALITY RAQ-C NAMED AS MEDIA GRAND MARSHALL

**Long Beach, CA — (September 8, 2009)** - The first-ever Latin American Parade & Festival in Downtown Long Beach is set to take place this Saturday, September 12 and the Downtown Long Beach Associates (DLBA) announced today that both the parade and festival have sold out and that one dozen performers have been chosen from more than 30 applications to participate in the festival.

The parade, which steps off at 3PM on Pine Avenue at 6<sup>th</sup> Street, will feature more than 30 entries including floats, musical groups and community organizations. The parade will turn east on Broadway heading toward the East Village Arts District, ending at the intersection of 1<sup>st</sup> Street and Elm Avenue where the festival will get underway at 4PM.

The festival will feature art displays and workshops, a children’s area, dance performances and lessons and delicious authentic Latin American cuisine. More than a dozen performers will entertain the crowd until 10PM, including Aztec Dancers, Latin American Folk Music and Hip Hop, Ballet Folklorico groups and more.

The DLBA and the office of Council member Robert Garcia announced in August plans to host the parade and festival and invited members of the community interested in participating to submit applications.

“The response to this event has been nothing short of spectacular,” said DLBA President and Chief Executive Officer, Kraig Kojian. “Since announcing our search for participants we’ve been inundated with inquiries and applications from entertainers, dancers, musicians and vendors interested in being a part of the inaugural celebration. The most difficult challenge has been trying to incorporate as many of the interested parties as possible into the line-up.”

The entertainment schedule, as announced today by the DLBA, is as follows:

**Main Stage:**

- 4:00PM Welcome, Introductions
- 4:30PM Danzas Aztecas
- 5:00PM Musikitos - Latin American Folk Music
- 5:30PM Ballet Folklorico Viva Panama
- 6:00PM Afro-Samba Dance
- 6:10PM El Presidente - Latin Hip Hop
- 6:30PM Banda de Guerra Mexico
- 7:00PM La Flor De Cachavilla - Mexican Ranchero
- 7:30PM Jose Grijalva - Spanish Language Poetry
- 8:00PM Ballet Folklorico Maria
- 8:30PM Carlos - The Tribute (Santana Tribute Band)

**Children’s Area (EV Arts Park):**

- 4:00PM Rory Seldon – Intercessions Band
- 5:00PM Folklorico Del Mar & Flamenco Fiesta
- 5:30PM Rory Seldon – Intercessions Band

**Festival Area:**

- 4-10:00PM Salsa Music and Dance Lessons Hosted by MoLAA
- 4:30, 5:30, 6:30, 7:30PM Latin Dance/Fitness Demonstrations
- 8-10:00PM Karaoke Hosted by La Cieba Restaurant

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## **Latin American Parade & Festival**

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Sponsorship support for the event has been pledged by the DLBA, Long Beach Airport, Molina Healthcare, the Port of Long Beach, The Kemp Group, Long Beach Yellow Cab, LA County Supervisor Don Knabe, the Downtown and Uptown Gazettes and Minuteman Press.

The Inaugural Latin American Parade and Festival is being produced and sponsored by the DLBA in conjunction with the offices of Council members Robert Garcia, Suja Lowenthal, Tonya Reyes-Uranga and the Museum of Latin American Art (MoLAA).

For more information about the DLBA and/or events happening in Downtown, please visit

[www.downtownlongbeach.org](http://www.downtownlongbeach.org) or call (562) 436-4259.

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### **About DLBA:**

The Downtown Long Beach Associates is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.