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PRESS RELEASE

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FOR IMMEDIATE RELEASE

SEPTEMBER 9, 2021

**Hispanic Festival, Inc. Invites St. Louis Community to Free Festival Weekend
with Authentic Food, Music, Children's Pavilion and More**

Hispanic Festival, Inc., whose mission is to help increase regional awareness of the spectrum of Hispanic cultural contributions, today announced its free family Hispanic Festival 2021, taking place Saturday, Oct. 2nd from 10:00 a.m. to 10:00 p.m. and Sunday, Oct. 3rd from 11:00 a.m. to 9:00 p.m. at the Knights of Columbus Park, 50 St. Francois Street in Florissant near Lindbergh and Washington Street.

One of the Festival's purposes is to celebrate the common heritage of Hispanic nations, particularly because of the rise of the Hispanic population in the greater St. Louis area. The funds raised are used to provide scholarships for college-bound students and underprivileged children.

"We are extremely happy to be bringing the Hispanic Festival back this year with live Latino bands, folkloric dancers, authentic food booths, a children's pavilion, a Quinceañera fashion show, car show, lowrider bicycle show and more," said Haniny Hillberg, head of Hispanic Festival, Inc. "We invite the entire St. Louis community, both Hispanic and non-Hispanic, to come and share in this free Festival weekend for the whole family."

Some Festival highlights are:

- Free admission and parking.
- Family-friendly experience of Hispanic culture.
- Safety measures with hand sanitizer stations and social distancing protocols.
- Live Latino bands: We welcome nationally known musicians Tito Puente, Jr. (son of the "King of Latin Music", Tito Puente) and "Sonora Santanera", as well as local bands "Chevere Salsa", "Banda Artilleros" and "Tunay".
- Authentic foods: Local "mom and pop" food vendors will prepare food from Mexico, Colombia, Argentina and more. Traditional foods include empanadas, tamales, tacos, arepas and pan dulce.
- Folkloric dancers: Local folkloric dancers from Mexico, Spain and Chile will be performing throughout the weekend.
- Quinceañera fashion show: A tradition and custom for young women turning 15, local young ladies will model their beautiful dresses on Sunday, Oct. 3. at 2pm.
- Hispanic crafts: Vendors from Bolivia, Mexico and Ecuador will be selling clothing, blankets, jewelry and household goods.
- Children's Pavilion – Several activities will be available for kids including piñatas, Mexican paper flowers, and other fun crafts and games.

- Car show and Lowrider bicycle show: Organized by Dedicated Car Club, these shows will feature several lowrider cars. Lowriders are a car culture started by the Mexican community in Los Angeles.
- Information booths: Several cultural organizations and businesses will acquaint the public with their programs and services.

For sponsorship or more information please call 314-837-6100 or visit www.hispanicfestivalstl.com. You can also contact Elisa Bender at 314-452-6139 or by email at apbender@yahoo.com.

About Hispanic Festival, Inc.

Hispanic Festival, Inc. is a group of volunteers that coordinate Hispanic festivals and presentations throughout the St. Louis area. Our purpose is to unite all Hispanics regardless of their social, economic and political backgrounds, while sharing the rich and colorful Hispanic culture with the Greater St. Louis area. The Hispanic Festival, Inc. is led by Haniny Hillberg, a native Bolivian and active member in the Hispanic community. All members of the Hispanic Festival, Inc. are volunteers that come from different ethnic and professional backgrounds.

Our mission is to help increase regional awareness of the spectrum of cultural contributions made by Hispanic musicians, dancers, artisans and chefs. This also serves to preserve these vibrant traditions and to educate the next generation(s), including the examples of Latin American children who have come to the United States through adoption and who otherwise might not experience these art forms.