

*****For Immediate Release*****

Los Mismos' To Perform At 32nd Annual Hispanic Festival



Grand Rapids, MI – Legendary Latin music group, Los Mismos, will kick-off Michigan's largest Hispanic Festival, Friday, Sept. 10 at the Calder Plaza, located in the heart of downtown Grand Rapids.

An estimated 60,000 people are expected to attend the two-day annual event, which will also feature a dance competition and an opportunity to vie for a ticket to attend the Latin Grammy Awards.

The Festival is hosted by the Hispanic Center of Western Michigan. This year's sponsors include: Pepsi, Thunder 84.5 "New Country," 105.3 "Hot" FM, Meijer, AT&T, State Farm, DeVos Place, Kent County Convention/Arena Authority, Amway Grand Plaza, Fence Consultants of West Michigan and West Side Beer Distributing. Additional sponsors include UFCW Local 951 (United Food & Commercial Workers), B&B Distributing Co., Home Depot, KMG Prestige, Lazo Cultural, Two Men And A Truck, Best Buy, Michigan Army National Guard and Spartan Stores.

The Hispanic Festival is a fund-raising event for the Hispanic Center of Western Michigan, and an opportunity to showcase Michigan's rich and vibrant Hispanic culture.

Festival highlights:

Friday (9/10) – 11:30 a.m. to 11 p.m.

- Los Mismos, 9 p.m. to 11 p.m.
- Numerous food booths serving traditional cuisine from Mexico, Puerto Rico and the Caribbean will be available on Friday and Saturday.
- A retail Mercado (marketplace) with vendors and artisans from Latin America, Friday and Saturday.
- Beer and specialty beverage tents, Friday and Saturday.

Saturday (9/11) – Noon to 11 p.m.

- Ongoing performances by various dance groups representing Latin America, including Bolivia, Colombia, Mexico and Peru.
- American Red Cross, 11 a.m. to 3 p.m.
- Juan Pablo Montoya - NASCAR simulator, 1 p.m. to 9 p.m.
- Bailando con Verizon - Dance contest, 2 p.m. to 5 p.m. The winner will receive a paid, weekend trip to Chicago where they will compete in the dance finals and an opportunity to win a trip to the Latin Grammy's.
- Salsa, Merengue and Cumbia band performances throughout the night.

The mission of the Hispanic Center of Western Michigan is to promote an understanding of diversity and to increase awareness of diverse cultures within the Hispanic community.

The Hispanic Center was established in 1978, and provides youth programming, assistance to victims of domestic violence, and services in translation, interpretation, outreach, advocacy, education and cultural competency.

For additional festival information, visit www.hispanic-center.org.

###