

To: editor@akron.com

From: naf50@uakron.edu

Subject: Celebrating Akron's Vibrant Latin Culture: The 4th Annual Akron Latin Festival this Saturday

Hello Emily Scharf,

I am a student in a community engaged experiential course at the University of Akron working with Downtown Akron Partnership to promote their 4th Annual Akron Latin Festival.

I wanted to personally reach out and invite you or one of your reporters to the festival and ask if you would be interested in doing a feature, as it promises to be a colorful and exciting celebration of Akron's Latin community. The festival includes:

- **Award-winning Latin music performances:** Grupo Fuego, the 2024 Cleveland Music Award winner for Best Latin Group, will be headlining, alongside Luka y su Ropa Vieja and Azteca, a dance group in traditional Aztec costumes and feathered headdresses.
- **Authentic cuisine:** From elótes to Puerto Rican dishes, a variety of food vendors like Johnny Lóte's and La Reina Boricua LLC will be serving up Latin American favorites.
- **Cultural marketplace:** Vendors such as Ali's Artesania Taina and Latin Minga will showcase handcrafted artisan goods, allowing attendees to take home a piece of Latin culture.
- **Colorful visuals and displays:** Artist Alicia Vasquez will be working on a Community Mural Project. Attendees can create colorful ojos de dios crafts. Stilt walkers will be strolling around the plaza in bright costumes.

If you would like to conduct an interview at the festival, receive contact information for a festival participant or vendor, or be sent photography after the event has ended, please reach out to Dominic Caruso at dcaruso@downtownakron.com or 330-374-7676.

I will follow up with you via email by 10/4 to see if you need more information. Please don't hesitate to reach out if you need anything before then.

Sincerely,

Natalie Feaser

Public Relations Student

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Media Advisory:

Akron Celebrates Latin Culture with the Fourth Annual Latin Festival, Saturday

AKRON, Ohio – Oct. 3, 2024 –

What: Fourth Annual Akron Latin Festival

Who: Hosted by Downtown Akron Partnership and Proyecto Raíces. Performances by Grupo Fuego, Luka y su Ropa Vieja, and Azteca. Food vendors include Jonny Lote's Latin Street Corn, Freaky Fruits, La Reina Boricua LLC, and more.

Where: Cascade Plaza, 122 S Main St, Akron, OH 44308

When: October 5, 2024, from 4 p.m. to 9 p.m.

Why: To celebrate the vibrant Latin community in and around downtown Akron.

How: Admission is free, and the event is open to all ages.

Media Information: Photography and videography are encouraged. Media members interested in setting up cameras near the stage can prearrange access by contacting Dominic Caruso at dcaruso@downtownakron.com or 330-374-7676.

Visuals: Grupo Fuego: 2024 Cleveland Music Award winners for Best Latin Group, performing with live instruments including saxophone, trumpet, guitar, keyboard, and a variety of traditional drums. Luka y su Ropa Vieja: Performing both contemporary and classic Latin hits with salsa, bachata, merengue, and reggaeton rhythms. The group features a dynamic female lead singer, acoustic and electric guitars, and traditional drums. Azteca Dance Group: A visually captivating performance showcasing dancers in traditional Aztec costumes adorned with feathered headdresses, gold, and beads.

Downtown Akron Partnership is a 501(c)3, non-profit organization that was originally founded in 1996. Ever since then, DAP has had a mission of enhancing the downtown environment by supporting the existing community and developing new, innovative programs designed to create interest in and attract people to the community of downtown Akron. Downtown Akron Partnership is run by a diverse board of directors that has Akron's best interest at heart. www.downtownakronpartnership.com

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