



# THE GREATER HUNTINGTON PARK AREA CHAMBER OF COMMERCE

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## NEWS RELEASE

Contact: Leticia Martinez – (323) 585-1155

### For Immediate Release

### **“SABOR DE MEXICO LINDO – ‘A TASTE OF BEAUTIFUL MEXICO’ – FESTIVAL SALUTES THE STATE OF JALISCO, MEXICO”**

Southern California’s largest three-day, free Downtown Street-Festival Sabor De Mexico Lindo” – “A Taste of Beautiful Mexico” will pay tribute to the State of Jalisco, Mexico with the participation of over 25 artisans from the various towns of Jalisco – Tlaquepaque, Tonalá, Yahualica and Tlajomulco.

The 26<sup>th</sup> Annual presentation will be on the weekend of October 5, 6 and 7, 2018 in downtown Huntington Park, California n Pacific Blvd. between Florence Ave. to Randolph St. The major downtown festival will kick-off its celebration with a reception on Friday evening at 6:00 p.m. on the main with special guests including the government representatives of each invited city from the state of Jalisco, Mexico.

Highlight for the evening will be a main “Welcome to Jalisco Pavillion” with students of the University from Mexico displaying the gastronomy foods of Jalisco, Mexico. The purpose of the event is to showcase and educate the various foods that are not commonly recognized in the United States. The students of the University of Jalisco will be presenting various foods at the main event. Also showcased will be the Guinness Book of World Record’s Largest Tequila Bottle from Jalisco, Mexico for the public to view and take pictures. Various imported tequilas will also be sampled at the Jalisco Expo Pavillion by Don Chente’s Bar and Grill.

The over 25 artisans from Jalisco, Mexico will showcase and sell their arts and crafts in two large pavilion areas for the many families to come and view.

One of the main favorites of the event is the “Plaza de Mariachi” that is being presented by Tortas Ahogadas El Chago. Mariachi groups, folklore dancers will be performing live at the plaza throughout the three days of the event.

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“Sabor De Mexico Lindo Downtown Festival’ was created by the Greater Huntington Park Area Chamber of Commerce after the city’s major downtown area of Pacific Blvd. was strongly affected by the 1992 riots. The Chamber of Commerce was proactive on creating the major event to welcome back and attract new shoppers to Huntington Park. The event is also presented in salute to National Hispanic Heritage Month and tribute to the culture of Mexico,” said Executive Director/CEO Leticia Martinez.

The special anniversary-celebration will also include popular artists and musical groups performing live on the main concert-stage, combined with arts and crafts booths, food trucks, commercial exhibits, food and beverage booths, a free health screenings, a petting-zoo and carnival rides within twelve blocks along Pacific Blvd.

This major downtown cultural-event is organized and presented by The Greater Huntington Park Area Chamber of Commerce.

Supporting the 26<sup>th</sup> Annual event are television sponsors KTLA, Channel 5 and Telemundo Channel 52. Other media sponsors include radio stations La Raza, El Gato, Jose 97.5 and Exitos 93.9. Other media sponsors include La Opinion Newspaper, El Aviso Magazine and Oorale Magazine, plus major corporations that will be promoting and showcasing their products and services.

Individuals and businesses interested in participating in the 26<sup>th</sup> Annual festival should contact the Chamber of Commerce at (323) 585-1155 or visit our website at [www.HPChamber.org/Events](http://www.HPChamber.org/Events).

Hours of “Sabor De Mexico Lindo Downtown Festival” are: Friday from 5:00 p.m. to 11:00 p.m., Saturday from 11:00 a.m. to 11:00 p.m. and Sunday from 11:00 a.m. to 10:00 p.m.

The festival is open to the public. Admission to the festival and the entertainment stage area is free.

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