



La Opinión



"CARNAVAL PRIMAVERA - Downtown Festival"

EVENT PROFILE



Contigo en el Sur de California

17th Anniversary Presentation

"Carnaval Primavera" is a **Downtown Family-Festival** celebrated each year for three days in the Spring, free-of-charge. This year the **Festival** celebrates its **17th Anniversary Presentation**.



The "Carnaval Primavera" Festival is annually created with an **international** **ambiance** **blended** together with the **color** and **excitement** of a **Mardi-Gras**. The Festival will be **presented** on **April 9, 10 and 11, 2010**. It will also include a **salute** to "Cinco de Mayo".



As the attendance and popularity of the "Carnaval Festival" has grown, so has its size. "Carnaval Primavera's" set-up encompasses seven city-blocks along Pacific Blvd. in the heart of the downtown shopping-district. It incorporates more than 150 food, arts and crafts and commercial exhibitors, two major-concert



Hecho del azúcar y por eso sabe a azúcar. Made from sugar and that's why it tastes like sugar.

stages with live entertainment and amusement rides, free Health Fair, plus samplings and demonstrations. One of the highlights of the **Mardi-Gras** is the **annual King and Queen Coronation** of prominent personalities.



Of the families who currently attend, approximately 80% are of **Hispanic Ancestry**. The remaining 20% of the **Festival's** population is a combination of Anglos, African-Americans, Asians and others. The average age of the **Festival** attendees is **23 years old** with a **family of four members**.



Today "Carnaval Primavera - Downtown Festival" is **recognized** by **California's State Board of Tourism** as a major state-event. It is also prominently recognized by numerous associations, professional agencies and the vast media.



The **Festival** is annually produced and presented by The Greater Huntington Park Area Chamber of Commerce in cooperation with the city.



As the host city, Huntington Park houses one of the largest and busiest outdoor regional-shopping centers in Southern California. The center and **Festival** site is located five miles southeast from downtown Los Angeles within the County of Los Angeles.

