



Contigo en el Sur de California



## **“SABOR DE MEXICO LINDO - DOWNTOWN FESTIVAL”**

*20th Anniversary Presentation*

### **EVENT PROFILE**

“Sabor De Mexico Lindo - Downtown Festival” celebrates its 20<sup>th</sup> Anniversary this year. “Sabor De Mexico Lindo” is a family-oriented **Downtown Festival**. This year the **free to the public Festival** makes its **20th consecutive appearance**. Originating in 1992 to an audience of approximately 65,000 people, this year, “Sabor De Mexico Lindo” is expecting to attract approximately **500,000 People** to its **Special-Festival Celebration**.

The “Sabor De Mexico Lindo” Festival is an annual cultural celebration that pays **tribute** to the **culture** and **heritage** of **Mexico**, through music, dancing, food, displays, arts and crafts. This year the Festival will be presented on **October 5, 6 and 7, 2012**.

Throughout the seventeen years of the Festival’s history, as the popularity and attendance of the Festival has grown, so has its size and quality look. Today, “Sabor De Mexico Lindo’s” set-up encompasses twelve city-blocks of Pacific Boulevard in the heart of the downtown area. The Festival brings together more than 150 Commercial, food, arts and crafts and corporate exhibitors, displays **two Major Concert-Stages** with Professional Entertainment, a **free health fair**, **two amusement and carnival areas**, a **petting zoo**, plus **Menudo Contests** and **food samplings**. This year the success of the “Plaza de Mariachi” returns for its **fifth outing**, also the **restaurants and residents competing** in the two “Menudo Cooking Contests,” plus the children’s **hand-made Piñata judging-contest**. For three days and nights, the Festival opens its doors to the public **free-of-charge**.

Currently, with an annual attendance of approximately **500,000 visitors**, approximately **80%** of the Festival’s population is of **Hispanic Ancestry**. The balance of the Festival’s attendees is a combination of Anglos, African-Americans, Asians and others. The **median age** of the Festival visitors is **22 years of age** with a **family of four**. It truly is today’s “Capital of the Hispanic Testing-Market.”

“Sabor De Mexico Lindo - Downtown Festival” is prominently recognized today by the California State Board of Tourism as a **major California Festival**. It is also prominently recognized by La Opinión Newspaper, **KMEX - Channel 34**, **KVEA - Channel 52**, **KAZA - Channel 54**, plus the other Los Angeles area major network television-stations and the **vast media** in general.

In addition, the County of Los Angeles also recognizes “Sabor De Mexico Lindo” as an **Official Event** of “National Hispanic Heritage Month.”

As the host city, **Huntington Park** houses one of the largest and busiest outdoor regional-shopping centers of Southern California **along Pacific Blvd.**, where the **entire Festival is set up**. It is located five-miles southeast of **downtown Los Angeles** in the **County of Los Angeles**.

