



FOR IMMEDIATE RELEASE
July 27, 2022

**FESTIVAL LATINO, PRESENTED BY HONDA,
RETURNS TO DOWNTOWN COLUMBUS' GENOA PARK
AUGUST 13 & 14**

FREE, FAMILY-FRIENDLY EVENT IS CELEBRATING ITS 25TH YEAR

FREE KICK-OFF DANCE PARTY AT LOWER.COM FIELD

Festival Latino—the largest Latin event in Ohio—is celebrating its 25th anniversary with a two-day, free, family-friendly event celebrating family and community. Produced by CAPA, Festival Latino 2022 will be held at Genoa Park on Saturday and Sunday, August 13 and 14, from 11 am to 8 pm daily. Festivalgoers can enjoy music, food, children's activities, art, and dance from the heart of Latin America.

Festival Latino is presented by **Honda** and sponsored by Nationwide, American Electric Power Foundation, Bath and Body Works Foundation, the City of Columbus, the Columbus Crew, and Lifeline of Ohio. Additional support for Festival Latino is provided by: Abbott, ADAMH, Cricket Wireless, GEICO/RedPeg, Installed Building Products, Quantum Health, and Pepsi/Rockstar.

**NEW THIS YEAR!
KICK-OFF DANCE PARTY AT LOWER.COM FIELD ON FRIDAY, AUGUST 12**

A kick-off dance party will be held at the Lower.com Field Community Plaza, the home of the Columbus Crew, on Friday, August 12 from 5 to 8 pm. Food trucks will be on site and Columbus-based bands—Los Borirengues del Swing and Al Son Del Iya, as well as DJ Cale—will get the crowd dancing in this festive celebration of Festival Latino's 25th anniversary. Tickets are free but required. Visit FestivalLatino.net to reserve a ticket.

NEW BRANDING CREATED BY JEREMY ROSARIO

Festival Latino's new 25th anniversary branding was created by Jeremy Rosario Maldonado, a Columbus-based creative director, fine artist, and visual communicator. Born in Puerto Rico, Jeremy says the new logo was inspired by a Saludo or "celebratory greeting."

He adds, "Each Latin country has a unique Saludo. ¡Wepa!, ¡ño!, ¡Arriba!, ¡Chuleta!, ¡Paisa!, to name a few, identify Latinos to their place of origin. The design of the logo brings that emotion in the typography arrangement and colors used. The logo shape reminds us of an exclamation point excited to have people join the celebration."

FIESTA STAGE, SPONSORED BY NATIONWIDE

Saturday, August 13

11 am—DJ Cale

DJ Cale caters to Caribbean and Latin American tastes, spinning salsa, merengue, bachata, reggaeton, Latin pop, Latin dance, house, and a touch of American Top 40 music.

1:15 pm—Al Son Del Iya

A Columbus-based salsa band, Al Son Del Iya aims to provide an authentic Latin-American music experience, with sounds that will transport you to any coastal town from Peru to Panama, from Mexico to Puerto Rico.

2:45 pm—Zancudo

Led by singer/songwriter Víctor Zancudo, this band's unique take on Latin Pop captivates all audiences.

4:15 pm—LA SONORA DINAMITA

Mexico—Cumbia

La Sonora Dinamita performs cumbia, a Tropical music genre popular throughout Latin America, and was one of the first cumbia groups to reach international success. They are credited with helping to popularize the genre throughout Latin America and the world with hits such as "El Cucu," "Escandalo," "La Gota Fria," and many more.

6:30 pm—MILLY QUEZADA

Dominican Republic—Merengue

World-renowned artist Milly Quezada, also known as "The Queen of Merengue," is the only Dominican Republic female with four Latin GRAMMY Awards and the ASCAP Latin Heritage Award. She has also been honored with numerous other international recognitions and awards for her many hits including "Lo Tengo Todo," "Entre tu Cuerpo y el Mío," "Porque me Amaste," "Para darte mi Vida," "Vive," and "Toma mi Vida," among many others.

Sunday, August 14

11 am—DJ Cale

DJ Cale caters to Caribbean and Latin American tastes, spinning salsa, merengue, bachata, reggaeton, Latin pop, Latin dance, house, and a touch of American Top 40 music.

1:15 pm—Daglio

Alberto Daglio is a Salvadoran-American singer and songwriter who stood out with his band Ultravioleta and several other solo projects. Armed with a mix of digital sounds, distorted guitars, Latin percussion, and lyrics in English and Spanish, Daglio reinvents himself in a genre described as "Electro Pop Rock in Spanish," creating a world full of energy where adventure and rhythm have no limits.

2:45 pm—Los Borirengues del Swing

Los Borirengues del Swing is a group formed by three Puerto Rican musicians who have a passion for music and for making their audiences want to join them to dance and sing together. Throughout their career, they have shared the stage with Maelo Ruiz, Zacarias Ferreira, and Luis Vargas, among others.

4:15 pm—LUISITO AYALA Y LA PUERTO RICAN POWER

Puerto Rico—Salsa

Nominated for a 2020 Latin GRAMMY Award, Luisito Ayala y La Puerto Rican Power have captivated salsa fans for more than 35 years with hits like "Quiéreme tal como soy," "Amor de mentira," "Noche de boda," and "Piel con piel."

6:30 pm—ELVIS MARTINEZ

Dominican Republic—Bachata

Dominican singer, songwriter, and guitarist Elvis Martínez, also known as "El Camarón," is a popular Bachata artist known for hits such as "Maestra," "La Luz De Mis Ojos," "Asi Te Amo," "Yo Te Voy Amar," "Laudano," "Directo al Corazon," "El Profesor," and "Aventura," among others.

DANCE PLAZA, SPONSORED BY PEPSI/ROCKSTAR

Saturday, August 13

2 pm—Salsa Lessons with Carlos Rubio

Take a salsa dance lesson from "The Salsa King of Ohio." Carlos Rubio is an instructor at the Salsamante Dance Academy and Ohio's all-time winning-est salsa dancer.

3 pm—Salsamante Dance Academy

Enjoy salsa performances from instructors and students of Columbus' first and only salsa dance studio.

5 pm—El Corazon de Mexico Ballet Folklorico

Toledo-based dance company El Corazon de Mexico Ballet Folklorico (The Heart of Mexico) will demonstrate the beauty and charm of traditional Mexican dances.

Sunday, August 14

1 pm—El Corazon de Mexico Ballet Folklorico

2 pm—Salsa Lessons with Carlos Rubio

3 pm—Salsamante Dance Academy

4 pm—El Corazon de Mexico Ballet Folklorico

ADDITIONAL ACTIVITY AREAS

- **CHILDREN’S AREA, SPONSORED BY ABBOTT AND NATIONWIDE CHILDREN’S HOSPITAL**
Interactive activities including crafts, games, screenings, and product sampling will be offered.
- **ARTISTS’ SHOWCASE, SPONSORED BY GEICO/REDPEG**
Ohio-based Latin artists will display and sell their visual artwork in the Artists’ Showcase area.
- **HEALTH & WELLNESS AREA, SPONSORED BY LIFELINE OF OHIO**
A variety of local health and social service organizations will offer free health screenings and bilingual information on their services.
- **COMMUNITY RESOURCES AREA**
Information about local education and community programs will be available.
- **FOOD VENDORS**
Festival Latino will offer a wide variety of cuisine from Latin America and beyond.
- **MARKETPLACE**
The Festival Latino marketplace will include jewelry, arts, crafts, and a variety of other traditional items from Latin America.

Please visit www.FestivalLatino.net for updates on activities and vendors.

Festival Policies

Guests are welcome to bring blankets and chairs for lawn seating.

Not permitted in Genoa Park:

- Unauthorized vehicles on sidewalks or in the parks, including scooters
- Commercial activities, including soliciting and/or vending without permission from CAPA

- Panhandling
- Camping
- Cooking grills or open fires
- Feeding the geese or other wildlife
- Drones
- Illegal drug use
- Weapons of any kind
- Alcohol (except that purchased on site at the event)
- Glass containers
- Pets (prohibited for the safety of festivalgoers)
- Skateboards
- Large shade structures including tents and umbrellas (both for patio and chair)
- Staking of any type
- Coolers
- Bicycles (to be parked in designated areas)

Rain Policy

Festival Latino is a rain or shine event. There is no rain location.

Parking

Paid parking for the public and handicapped persons is available at COSI (333 W. Broad St.), the Columbus Commons garage (55 E. Rich St.), and nearby surface lots.

Bicycle Parking

Bicycle racks will be located at each Festival entrance.

CALENDAR LISTING

FESTIVAL LATINO 2022

Saturday & Sunday, August 13 & 14, 11 am - 8 pm daily

Genoa Park (303 W. Broad St - Riverfront behind COSI)

Celebrate family and community with two days of children's activities, music, food, art, and dance from the heart of Latin America. Saturday headliners are La Sonora Dinamita and Milly Quezada. Sunday headliners are Luisito Ayala y La Puerto Rican Power and Elvis Martínez. www.FestivalLatino.net

All acts and scheduled performance times are subject to change without notice.

###

The Ohio Arts Council helped fund CAPA's 2022-23 season with state tax dollars to encourage economic growth, education excellence, and cultural enrichment for all Ohioans. CAPA also appreciates the generous support of the Greater Columbus Arts Council and The Columbus Foundation's Helen W.

Wildermuth Fund for Drama and Music, Adalene Flechtner Fund for Columbus, Richard H. and Ann Shafer Fund II, and Wayne E. and Mildred K. Smith Fund for Columbus, with the assistance of the Ingram-White Castle Foundation.

About CAPA

Owner/operator of downtown Columbus' magnificent historic theatres (Ohio Theatre, Palace Theatre, Southern Theatre) and manager of the Riffe Center Theatre Complex, Lincoln Theatre, and the Shubert Theater (New Haven, CT), CAPA is a non-profit, award-winning presenter of national and international performing arts and entertainment. For more information, visit www.capa.com.

Contact: Kelly Boggs
(614) 719-6618
kboggs@capa.com