



FOR IMMEDIATE RELEASE
July 8, 2024

Festival Latino Presented by Honda, returns to Downtown's Genoa Park August 10 & 11

FREE, FAMILY-FRIENDLY EVENT IS CELEBRATING ITS 27TH YEAR

****Photos and interviews are available****

Festival Latino—the largest Latin event in Ohio and marking its 27th year in 2024—is a two-day, free, family-friendly event celebrating family and community. Produced by CAPA, Festival Latino 2024 will be held at Genoa Park on Saturday and Sunday, August 10 and 11, from 11 am to 8 pm daily. Festivalgoers can enjoy an entertainment lineup that includes national headliners and local artists, food, children's activities, art, and dance from the heart of Latin America.

Festival Latino is presented by **Honda** and the Fiesta Stage is sponsored by Nationwide. Festival Latino also enjoys support from American Electric Power Foundation, the City of Columbus, Dr. Pepper/Pepsi, Downtown Columbus, Inc, Kemba Financial Credit Union, Jet's Pizza, Verizon Wireless, and Abbott Laboratories. Other supporting sponsors of Festival Latino 2024 include Educational Solutions Company, ADAMH, Bath & Body Works, JP Morgan Chase, the Columbus Clippers, Columbus Public Health, Designer Brands/DSW, Huntington National Bank, Installed Building Products, The James Comprehensive Cancer Center, McDonald's, Nationwide Children's Hospital, The Ohio State University Department of Spanish & Portuguese, and Universal Windows Direct.

EXPANDED FESTIVAL FOOTPRINT

For 2024, Festival Latino is expanding across the Rich Street bridge. Thanks to our partners at Downtown Columbus Inc., new activities will be held on the bridge (see FestivalLatino.net for full details). This also opened up space to help meet the growing demand for more sponsors, community resources, and food and market vendors.

FIESTA STAGE, SPONSORED BY NATIONWIDE

Saturday, August 10

11 am—Derek Amaya

Derek Amaya, born in Honduras and raised in Queens, has been serving the Latino community in Columbus for over 20 years. He owns The Cave Bar & Lounge, a multicultural hub for music enthusiasts. Known for his empathy and passion for music, Derek was named the first “Padrino” of The Hispanic Heritage Parade 2023 by the city of Columbus.

1:15 pm—Ale Almanza

Ale Almanza is originally from Santa Marta, Colombia and comes from a family of artists, where she was instilled with a love for the sounds of her land since she was a little girl. After living in Mexico she settled in Columbus, where she has become a benchmark of Latin music. This year she received the Musical Artist of the Year award at the Hispanic Business Awards. She is currently promoting her latest unreleased single, “Adivina Que” with accordionist Maireth Zambrano.

2:45 pm—Chupeta de Ajo, Tributo al Rock en Espanol

Columbus-based Venezuelan singer, songwriter, and musician Víctor Zancudo is a longtime local performer with a variety of bands. His latest, Chupeta de Ajo, is a rock group covering Spanish-language rock songs by bands from Venezuela and beyond.

4:15 pm—La Nueva Estrategia

Mexico - Regional Mexican

Formed in 2016 in San Luis Potosí, Mexico, La Nueva Estrategia continues to reach new audiences thanks to its songs that cover fresh themes and always with a unique touch, including hits such as "Lo dice el corazón" and "Amores van y vienen." The band's 2024 tour of the United States and Mexico is in support of its latest album, *Parradeando con La Nueva Estrategia*.

6:30 pm—Tony Vega

Puerto Rico - Salsa

With a career spanning several decades, Tony Vega has solidified his place as a prominent figure in the Latin music scene. Vega has released numerous albums as a soloist, each showcasing his distinctive vocal style and infectious rhythms. His music is characterized by its energetic beats, soulful melodies, and heartfelt lyrics, earning him acclaim from audiences around the world. He continues to captivate audiences with his electrifying performances and remains a beloved icon in the world of salsa, leaving an indelible mark on the Latin music landscape.

Sunday, August 11

11 am—Derek Amaya

Derek Amaya, born in Honduras and raised in Queens, has been serving the Latino community in Columbus for over 20 years. He owns The Cave Bar & Lounge, a multicultural hub for music enthusiasts. Known for his empathy and passion for music, Derek was named the first “Padrino” of The Hispanic Heritage Parade 2023 by the city of Columbus.

1:15 pm—Golpe de Estado

Golpe de Estado is a young and modern band that excels in the subgenre of “tumbado,” a vibrant offshoot of the broad Mexican regional genre. Since their formation, Golpe de Estado has been dedicated to creating music that resonates with audiences, blending traditional regional Mexican sounds with contemporary influences. They recently released their debut single, “Hipnotizado,” which is available on all digital platforms and has been met with enthusiastic acclaim.

2:45 pm—Romero Norteño

Romero Norteño has captivated audiences across the Midwest with their dynamic performances and authentic sound. The band was founded in 2010 by a father and son duo, sharing the Romero surname, whose deep-rooted passion for traditional Mexican music laid the foundation for what would become a celebrated musical ensemble. The band's unique sound is characterized by the traditional norteño instrumentation of accordion, bajo quinto, bass, and drums. Their rise to fame in the Columbus Spanish music scene is a testament to their hard work, talent, and dedication to their craft.

4:15 pm—Brenda K. Starr

United States - Salsa

A superstar in pop/R&B in the '80s, with hits including the Grammy-nominated #1 Pop ballad “I Still Believe,” Brenda K. Starr has also become a superstar in Latin music. From her first Spanish-language album release *Te Sigo Esperando*, certificated Platinum by the RIAA, to her 2022 release *Quedate*, the singer has continued her career moving into her native Salsa roots.

6:30 pm—Héctor Acosta “El Torito”

Dominican Republic - Merengue

Acosta, widely known as “El Torito,” is renowned for his versatility, effortlessly moving between genres such as merengue, bachata, and bolero. This adaptability has endeared him to a wide audience both in the Dominican Republic and internationally. Over the years, he has earned numerous awards and accolades, highlighting his contributions to Latin music. Beyond his musical achievements, Acosta is also known for his humanitarian efforts, often participating in charitable activities and advocating for social causes in his homeland.

DANCE PLAZA, SPONSORED BY PEPSI/DR. PEPPER

Saturday, August 10

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 11

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 THE AMERICAN ELECTRIC POWER FOUNDATION**

Interactive activities including crafts, games, healthcare consultations, and product sampling will be offered. Additional children's activities will be located on the Rich St. Bridge for more family fun.

- **ARTISTS' SHOWCASE, SPONSORED BY VERIZON WIRELESS**

Ohio-based Latino artists will display and sell their visual artwork in the Artists' Showcase area as well as local and regional authors will be available.

- **COMMUNITY WELLNESS RESOURCES AREA**

A variety of local health and social service organizations will offer free health screenings, vital community resources, and bilingual information on their services.

- **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.

- **MERCADITO RAICES**

Both the Marketplace and festival food vendors will include emerging entrepreneurs that are members of the 2024 class of Mercado Raices. The program is sponsored by Ohio Small Business Development Center (SBDC) with the Our Lady of Guadalupe Center (OLGC), a program of Catholic Social Services, and CAPA, providing training for new Latino business owners, who then debut at Festival Latino.

- **DINING AREA, SPONSORED BY KEMBA FINANCIAL CREDIT UNION**

Relax and enjoy your meal at our Dining Area, supported by KEMBA Financial Credit Union.

Please visit FestivalLatino.net for updates on activities and a full list of participating 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, with an exception for service animals, for the safety of festival-goers)
- 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 persons with disabilities 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.

DORA

Festival Latino will not participate in the City of Columbus' Center City Designated Outdoor Refreshment Area. DORA cups will not be allowed on site and festival patrons will not be allowed to take alcohol bought at the festival off-site.

CALENDAR LISTING

FESTIVAL LATINO 2024

Saturday & Sunday, August 10 & 11, 11 am - 8 pm daily
Genoa Park (303 W. Broad St - Riverfront behind COSI)

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www.FestivalLatino.net

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

The Ohio Arts Council helped fund CAPA's 2023-24 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 Gladys H. Goodwin Fund, Jane H. Zimmerman Arts Fund, and W.W. Williams Family Field of Interest Fund, 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.

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