



MEDIA RELEASE

Media Contact: Jason Nichols
E: Nicholsj@festevents.org
P: 757 441-2345

15th Annual Latino Music Festival Brings the Rhythm and Heritage of Latin and Hispanic culture to the Norfolk Waterfront Town Point Park, Downtown Norfolk, VA Free & Open to the Public

NORFOLK, VA – July 9, 2015. Norfolk Festevents, along with the Hampton Roads Hispanic Chamber of Commerce, team up to present the 15th Annual Norfolk Latino Music Festival on **Saturday August 22, 2015** from **5pm to 10pm** at **Town Point Park** on the **Downtown Waterfront Norfolk, Virginia**. This traditional event is a spirited and inspiring Latin-themed music, cultural arts and food festival dedicated to showcasing the impact it has on American culture today. The mission of The Hampton Roads Hispanic Chamber of Commerce is to be a principal resource and advocate for the joint promotion of Hispanic Businesses, Consumers and Organizations. Since 2003, the chamber has worked diligently to promote business, industry, commerce and culture within the region and to enhance relationships between Latino businesses and the community.

The sun goes down, the stars come out and the largest outdoor, waterfront dance floor in Hampton Roads heats up with the hottest Salsa, Cumbia, Merengue, Cha-cha-cha, Bolero dancing on the East Coast. Live explosive Latin music by local and regional recording artists will fill Town Point Park all night long! This cultural celebration not only features great music, it also serves up mouth watering Latin cuisines and libations. Along with music and dancing, there will also be children's activities, games, and so much more.

Music and Dancing featuring Salsa, Cumbia, Merengue, Cha-cha-cha, Bolero and more from 5pm – 10 pm under the stars with:

- **DJ Nava: 6:00 pm – 7:30 pm**
- **Orquesta Mayor: 8:00 pm**



The Carolinas Premier Salsa Band - Orquesta Mayor! Orquesta Mayor was formed in 2006 in Charlotte, NC by bandleader Helder Serralde for the purpose of connecting people to quality music and an enriching multi-cultural experience. The Orchestra is made up of 11 professional musicians: 2 Trumpets, 1 Trombone, Conga, Timbal, Bongo, Piano, Baby Bass, and 3 singers, all of different nationalities such as Puerto Rico, Cuba, Peru, USA, Mexico, and Colombia.

Various international festivals have hosted this salsa sensation, such as the International Festival of Spartanburg, Moja Festival of Charleston, Charleston Latin-American Festival, and the Latin-American Festival of Charlotte, just to name a few. Thanks to the experience, ability, and talent of its members, Orquesta Mayor has had the opportunity to accompany different salsa artists such as: India, Maelo Ruiz, Raulin Rosendo, Hector Tricoche, Domingo Quinones, Paquito Guzman, and Choco Orta. Orquesta Mayor features music from many different genres including, but not limited to, Salsa, Cumbia, Merengue, Cha-cha-cha, Bolero, etc.

Hampton Roads Hispanic Chamber of Commerce Business Expo from 5pm – 10 pm

- Meet local Hispanic owned businesses and learn about what's new in the community

“The Hampton Roads Hispanic Chamber of Commerce is excited to be partnering with Festevents for the second year at the 15th Annual Latino Music Festival in celebration of our local Latino culture at such a wonderful venue in Downtown Norfolk” explains Hampton Roads Hispanic Chamber of Commerce President Olga Torres. She adds “The Latino Music Festival is a great opportunity for us to come together and celebrate the rich and diverse Latino cultures represented in Hampton Roads, as well as to create an environment where local entrepreneurs, organizations, and companies can showcase goods, and services, and expertise to a wide audience, while enjoying wonderful music and great food under the stars”.

What: 15th Annual Norfolk Latino Music Festival
When: Saturday, August 22, 2015
Time: 5pm – 10pm
Where: Town Point Park on the Downtown Norfolk Waterfront, Virginia
Admission: Free & Open to the Public
Special Note: Lawn Chairs and blankets are welcome. Coolers, food and soft drinks are permitted. No Alcohol or glass is permitted; food and alcohol will be available for purchase during the festival.

For more information please visit www.festevents.org or call 757-441-2345.

The 15th Annual Norfolk Latino Music Festival is produced by Norfolk Festevents in partnership with the Hampton Roads Hispanic Chamber of Commerce and the City of Norfolk. The event is sponsored by the Norfolk Marriott and Miller Lite.

Norfolk Festevents, Ltd., based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10 month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments—Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk’s official event marketing agency since the city’s downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2015 season!

###