

16th Annual Latino Music Festival



Town Point Park, Downtown Norfolk, VA Free & Open to the Public

NORFOLK, VA – (July 21, 2016) Norfolk Festevents, along with the Hampton Roads Hispanic Chamber of Commerce, team up to present the 16th Annual Norfolk Latino Music Festival on **Saturday August 13, 2016** 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 Mangu: 6:00 pm – 7:30 pm
- Salsa lessons with Mambo Room: 6:30 pm – 7:15 pm
- Timbason La Original: 8:00 pm

Timbason la Original



Timbason takes its name from Son, the most influential form of Latin music in the late 1800s, and Timba, a Cuban version of America's soul and funk. The newest and most controversial music out of Cuba, Timba is like salsa on steroids. It incorporates Brazilian music, R&B, hip-hop, Latin jazz, and Cuban salsa. Son, on the other hand, is a style of dance music that originated in the Oriente province of Cuba. It is the foundation of modern salsa. Timbason combines all of this in a unique hybrid of modern Cuban music that is more up-to-date and more in tune with the real music that Cubans listen to today.

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: 16th Annual Norfolk Latino Music Festival
When: Saturday, August 13, 2016
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 16th 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 Waterfront Marriott, Geico, 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 2016 season!

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