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FOR IMMEDIATE RELEASE

JuntaHispana[®] **CELEBRATES OUR HISPANIC HERITAGE WITH A
UNIQUE EVENT HIGHLIGHTING CULTURAL DIVERSITY**

New York – In recognition of our Hispanic Heritage, **JuntaHispana**[®], a multicultural organization dedicated to increasing the education of Hispanic heritage, traditions and customs, will host a cultural extravaganza on July 31st from 11 a.m. – 6 p.m. at Flushing Meadows Corona Park in Queens, New York. The venue will be transformed into *plazas*, cultural villages representing the participating Spanish-speaking countries, replete with artisans demonstrating, promoting, and selling their hand-made crafts. A multi-cultural food court will tempt the palate with authentic Hispanic dishes. Admittance to the event is free to the public.

Also featured at the event will be the C-Town/Bravo Mercado Rodante or *traveling market*. New York's city's number-one Hispanic grocery group, C-Town and Bravo supermarkets, have invited more than 30 companies to join in the fun. Event attendees will be able to sample different products, learn more about nutrition and take home products for their families to try.

Rite Aid pharmacies will be building a *Farmacia*, or pharmacy, at JuntaHispana. Rite Aid will be providing free blood pressure testing, diabetes education and Rite Aid pharmacists will be on site for health consultations. Stop by the Rite Aid *Farmacia* for a chance to meet Samy from Miami, from Univision's *Despierte America* (the number-one Spanish language morning television show in the U.S.) and Sissi, formerly with *Sabado Gigante* (the number-one Spanish language variety show seen throughout the U.S., Latin America, Mexico and the Caribbean).

The exhibits, performances, and designs at **JuntaHispana**[®] will feature the richness of all the Latin cultures, which have had a profound effect on American life today. Live entertainment, including musical performances and dance troupes, will be provided throughout the day-long program, which is free and open to the public. As a special attraction, well-known costumed characters including popular Nickelodeon characters SpongeBob SquarePants and Dora the Explorer, will be on-hand from noon to 5pm to delight the children.

Dora, the world's beloved Latina heroine from Nickelodeon's hit animated preschool series *Dora the Explorer*, will be a part of JuntaHispana via both a Dora Fiesta passport and a live stage show. Children can pick up their Dora passport at the JuntaHispana Bienvenidos booth, then visit each of our five country plazas to learn a Fiesta fun fact and earn a sticker. Completed passports will entitle children to a special "We Did It" sticker. The Dora passport will encourage children to learn more about cultural celebrations. The stage show will teach children how to do the "We Did It!" dance and will be occurring three times throughout the day ... 1pm, 2:30pm and 4pm.

Visit the Nickelodeon area. You'll find an interactive activity center, games and prizes.

Our JuntaHispana Children's Art Center is a favorite for New York area families. This year children will be given a JuntaHispana face, materials, scissors, glue and crayons so that they can create their own mask for Carnaval!

"Of all the varied cultures and traditions that are woven into the fabric of American life, Hispanic Americans have some of the most distinctive, vigorous, and sustained culture and traditions," said Gabriella Vaque, JuntaHispana's Cultural Director.

"JuntaHispana offers something for everyone, regardless of age or country of origin", said Leonardo Sanchez, JuntaHispana's director of entertainment. "I work to hard to insure that JuntaHispana continues to be about family, culture and pride".

JuntaHispana[®] is a multicultural celebration of unity that showcases the diverse cultures and talents in the Hispanic community. The goal of **JuntaHispana**[®] is to celebrate,

educate, and honor the distinct cultures of Hispanic Americans and instill pride in those Americans who identify themselves as Hispanic.

JuntaHispana[®] Come join us on a very special journey.

For more information, go to <http://www.juntahispana.net>

JuntaHispana[®] ¡No te lo pierdas! Don't miss it