



Contigo en el Sur de California



“SABOR DE MEXICO LINDO - DOWNTOWN FESTIVAL”

17th Anniversary Presentation

EVENT PROFILE

“Sabor De Mexico Lindo - Downtown Festival” celebrates its 17th Anniversary this year. “Sabor De Mexico Lindo” is a family-oriented **Downtown Festival**. This year the **free to the public Festival** makes its **16th consecutive appearance**. Originating in 1992 to an audience of approximately 65,000 people, this year, “Sabor De Mexico Lindo” is expecting to attract approximately **500,000 People** to its **Special-Festival Celebration**.

The “Sabor De Mexico Lindo” Festival is an annual cultural celebration that pays **tribute** to the **culture** and **heritage** of **Mexico**, through music, dancing, food, displays, arts and crafts. This year the Festival will be presented on **October 2, 3 and 4, 2009**.

Throughout the sixteen years of the Festival’s history, as the popularity and attendance of the Festival has grown, so has its size and quality look. Today, “Sabor De Mexico Lindo’s” set-up encompasses **nine city-blocks of Pacific Boulevard in the heart of the downtown area**. The Festival brings together more than 150 Commercial, food, arts and crafts and corporate exhibitors, displays **three Major Concert-Stages** with Professional Entertainment, a **free health fair**, two **amusement and carnival areas**, a **petting zoo**, plus **Menudo Contests** and **food samplings**. This year the success of the “Plaza de Mariachi” returns for its **fourth outing**, also the **restaurants and residents competing in the two “Menudo Cooking Contests,” plus the children’s hand-made Piñata judging-contest**. For three days and nights, the Festival opens its doors to the public **free-of-charge**.

Currently, with an annual attendance of approximately **500,000 visitors**, approximately **80% of the Festival’s population** is of **Hispanic Ancestry**. The balance of the Festival’s attendees is a combination of Anglos, African-Americans, Asians and others. The **median age of the Festival visitors is 22 years of age** with a **family of four**. It truly is today’s “Capital of the Hispanic Testing-Market.”

“Sabor De Mexico Lindo - Downtown Festival” is prominently recognized today by the **California State Board of Tourism** as a **major California Festival**. It is also prominently recognized by **La Opinión Newspaper**, **KMEX - Channel 34**, **KVEA - Channel 52**, **KAZA - Channel 54**, plus the other Los Angeles area major network television-stations and the **vast media** in general.

In addition, the **County of Los Angeles** also recognizes “Sabor De Mexico Lindo” as an **Official Event of “National Hispanic Heritage Month.”**

As the host city, **Huntington Park** houses one of the largest and busiest outdoor regional-shopping centers of Southern California **along Pacific Blvd.**, where the **entire Festival is set up**. It is located five-miles southeast of **downtown Los Angeles** in the **County of Los Angeles**.

