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FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

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July 23, 2013

Ald. José G. Pérez  
(414) 286-3762

## Inaugural Milwaukee Latino Carnival: Mask unveiling event today

Majestic colors, vibrant dancing and the sounds of Salsa are just a few highlights of **Milwaukee Latino Carnival**, a free 6-day event debuting this week.

**Today, Wednesday, July 24 from 1:30 p.m. – 2:00 p.m., attend Milwaukee Latino Carnival and witness “Masks of the Carnival” at 730 W. Washington St.** Attendees will see a dramatic unveiling of a large mask that represents all of the countries participating in the event’s Grand Parade and Festival on Saturday, July 27, 2013. The mask, the work of seniors at the United Community Center and youth from Grandview School, showcases local talent, collaborative efforts and an appreciation for folklore and carnival traditions. **Media coverage is invited.**

“This event strives to make multiculturalism a tangible reality through uniting people in the celebration of Carnival celebrations. This educational and entertaining event will be a festive celebration for the entire community,” **Alderman José G. Pérez** said.

The Milwaukee Latino Carnival Parade on July 27, 2013 will take place from 11 a.m. – 12:30 p.m. More than one thousand participants will promenade from the corner of S. 11th St. and W. National Ave. to 818 S. Water St. in colorful outfits and costumes representing 14 Latino-American countries and their traditions of Carnival. There will be floats, giant puppets, diverse music, the Queen of Carnival, free “paletas” and much more at the family-oriented event.

**The festival will be held Saturday from 12:30 p.m. to 6 p.m. at 818 S. Water St. (Wherehouse). Please go to [www.milwaukeeLATINOCARNIVAL.com](http://www.milwaukeeLATINOCARNIVAL.com) for more information.**

After the parade, guests will enjoy live music by Nabori, Bachata 4k-Torce, Samba Unit and Nuevo Futuro, as well as Salsa contests and Carnival traditional dances and prizes.

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