
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

July 23, 2015

Ald. José G. Pérez
(414) 286-3762

Inaugural Milwaukee Latino Carnaval: Mask unveiling event today

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

Today, Thursday, July 23 at 1 p.m., visitors can attend Milwaukee Latino Carnaval and witness “Masks of the Carnaval” at 730 W. Washington St. Attendees will see a dramatic unveiling of a large mask that represents various countries being celebrated by the festival including Cuba, Honduras, Peru, Puerto Rico and Venezuela. 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 carnaval traditions.

Media coverage is invited.

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

The Milwaukee Latino Carnaval Grand Parade on Saturday, July 25 will take place from 11 a.m. to 12:30 p.m. More than 3,500 participants will promenade from the corner of S. 11th St. and W. National Ave. to S. Water St. in colorful outfits and costumes representing 14 countries and their traditions of Carnaval. There will be floats, giant puppets, diverse music, the Queen of Carnaval, 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.milwaukeeLatinocarnaval.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 Carnaval traditional dances and prizes.

-30-