

PRESS RELEASE 1 SEPTEMBER 2018 FOR IMMEDIATE RELEASE

ViVa Tampa Festival, 7 October 2018 at Centennial Park 1800 E. 8th Avenue Tampa, Florida 33605



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All American Music Productions, Tampa Bay Federal Credit Union, Ybor Chamber of Commerce, iHeart radio station Rumba 106.5, Ford Motor Company, Bud Light, Gasolina drinks and Course of Action are proud to invite the Tampa Bay community and surrounding counties to celebrate this cultural Hispanic Heritage Month by honoring generations of

Hispanic Americans residing in Tampa Bay, & across our Sunshine State as well as the nation for their social, cultural and economic contributions! Through hard work and dedication, Hispanic Americans have contributed to science, the arts, commerce, sports, philanthropy and every other facet of American life. Men and women of Hispanic descent have proudly and courageously served in the armed forces throughout American history, showing an unwavering commitment to protect our nation.

Join us in celebrating Hispanic Heritage Month and enjoy an exciting Family Art & Cultural Festival, celebrating the beauty of Tampa Bay's Hispanic Communities! Newly trademarked ViVa Tampa Bay Hispanic Heritage Festival is distinguished from any Hispanic heritage event. Guests will enjoy Latin food vendors, cultural vendors and artisan vendors, local band performances dedicated to Hispanic Heritage, cultural dance exhibitions and a very exciting award ceremony recognizing our cities most influential Hispanic leaders who will be receiving the prestigious Heritage Award. Awards include recognition of:

- Firefighter
- Tampa Police Department
- Hillsborough County Sheriff
- Hillsborough County Public school teacher
- Hispanic Humanitarian
- Amigo and Amiga Awards- the Amigo and Amiga award, an award presented to someone of non-
- Hispanic ancestry for supporting the Hispanic community!
- Hispanic Military Hero Award
- Hispanic Military Unit Tribute Group

Most importantly, all funds from the festival are raised for the 501 (c) (3) Course of Action Foundation that provides chosen USF students at the MUMA business school scholarships to Latin American to broaden their studies. Course of Action Foundation also advocates, educates, and organizes charitable programs to promote trade & commerce between the USA and Latin America.

In summary, ViVa Tampa Bay prides itself to celebrate Hispanic Heritage Month by honoring generations of Hispanic Americans residing in Tampa Bay, and across our Sunshine State as well as the nation for their social, cultural and economic contributions!

