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## **LATINO MEMPHIS JOINS MEMPHIS IN MAY IN CELEBRATING COLOMBIA IN 2017**

Memphis, TN – Memphis in May and Latino Memphis have partnered in 2017 to salute Colombia both at the world-famous Memphis in May International Festival and the annual Latino Memphis Festival.

The Latino Memphis Festival will be one of the events celebrated as part of Memphis in May's month-long salute to Colombia. Memphians will get a true taste of the 2017 alliance with entertainment collaboration between the two organizations, plenty of authentic and delicious food, and much more.

In an effort to align with Memphis in May events, the Latino Memphis Festival will move from its traditional Cinco de Mayo weekend to Saturday, May 13, 2017 at Overton Park. This date falls between the Beale Street Music Festival on May 5-7 and the World Championship Barbecue Cooking Contest on May 14-17.

"We are very excited to partner with Memphis in May, an organization that, like Latino Memphis, highlights diversity and celebrates international cultures. By uniting our resources, we will be able to reach a larger audience and promote the beauty of diversity," said Mauricio Calvo, executive director at Latino Memphis.

The Latino Memphis Festival, much like our beloved Memphis in May International Festival honors a different country each year and celebrates diversity and culture. The annual festival held at Overton Park, celebrated Brazil in 2016 and continues to grow more and more each year. The Latino Memphis Festival offers live music and entertainment, authentic food, a Salsa-Making Championship, market vendors, and a 5K race. Expect this as well as new additions with the new 2017 partnership.

"We are delighted to work in conjunction with Latino Memphis to broaden the celebration of Colombia in 2017," stated James L. Holt when asked about the new partnership. "We believe the collaboration will enhance both festivals and our international missions. We look forward to a memorable Memphis in May International Festival in 2017."

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### **About Latino Memphis**

Latino Memphis is a 501c3 nonprofit organization. More than two decades since its beginning, Latino Memphis has become the go-to organization for issues impacting the Hispanic community in the Mid-South. Latino Memphis has since become the largest Latino-serving nonprofit in West Tennessee, connecting thousands of clients each year to needed services in the areas of health, education and justice. Latino Memphis has over thirty happenings unique to the organization including three large events, Congreso: The Latino Memphis Conference, Latino Memphis Festival, and Day of the Dead Fiesta.

The work of Latino Memphis is a collective approach that aims to create a vibrant Latino middle class in Memphis; a concept that will not only impact Latinos, but the entire community. Latino Memphis remains more committed than ever to raising the voice of Latinos in our region and working toward building a vibrant middle class.

## **About Memphis in May**

Memphis in May International Festival is a not for profit, community-based organization, whose programs contribute more than \$88 million annually in economic impact to the community, foster civic pride, promote awareness of Memphis heritage, and build international relationships and understanding through education.

Memphis in May International is the official festival of the City of Memphis, and the recipient of 195 prestigious Pinnacle Awards from the International Festival and Events Association. Memphis in May International Festival was recently named to Travel+Leisure's international list of *Festivals Worth Traveling For*.

For additional information about the Memphis in May International Festival, please visit the official Memphis in May web site at [www.memphisinmay.org](http://www.memphisinmay.org).