

FOR IMMEDIATE RELEASE:
April 22, 2016

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THE 901 GETS A TASTE OF BRAZIL

MEMPHIS, TN— Latino Memphis will honor the 2016 Summer Olympics host country on Saturday, May 7th at the Latino Memphis Festival presented by BlueCross BlueShield of Tennessee taking place at Overton Park from 9 am to 4 pm with feathered costume Samba dancers, a Carnival parade, bubble soccer, tasty food, live music and more.

The Latino Memphis Festival, much like our beloved Memphis in May International Festival honors a country each year. This year the festival will celebrate Brazil and guarantees to bring a taste of Brazil to the 901. Memphians can escape to a cultural paradise celebrating the richness and diversity of Brazil with Brazilian-infused Zumba, breathtaking Brazilian martial arts Capoeira, Brazilian BBQ and Caipirinhas, the national Brazilian cocktail.

The Brazilian community has truly embraced the involvement that come with being honored, which includes recruiting live entertainment and vendors from the chosen country. The Brazilian Pavilion will have nearly a dozen food and market vendors showcasing all things Brazil.

“As a member of the Brazilian community in Memphis, I am so grateful for this festival. This is the first time Brazilians have ever been able to share a little piece of Brazil with Memphis with this level of support. On behalf of the Brazilian community, I want to personally thank Latino Memphis for the opportunity to showcase our culture,” says Julie Acosta, Administrator of the Memphis Brazilian community Facebook group Brasileiros em Memphis.

The highlight of the festival happens at 11:30 am with a bloco, Brazilian street parade, led by internationally recognized [University of Tennessee at Martin Percussion Ensemble](#). Then brace your senses for a sizzling Samba performance by world renowned [Brazilian Passistas](#) bringing the Carnival energy to the heart of Memphis, something not to be missed.

The annual festival offers entertainment and activities that festival-goers have come to love, such as authentic Latin food, live music, the Salsa-Making Championship, 5K race and Family Fun Run presented by ServiceMaster, soccer games in partnership with Soccer Ole, photo booth, a mask making workshop and more. Shopping lovers can visit the marketplace that will showcase local shops, artists, as well as community resources. The festival celebrates diversity and culture and serves as a destination where all Memphians can enjoy what our city is known for best, food and festivals.

The Latino Memphis Festival is a family-friendly event and will have ample security on-site, ensuring fun for all ages. Kids can enjoy the beautiful Rainbow Lake playground, interactive performances, face painting, arts & crafts, bubble soccer, giant Jenga and more at the Kid Carnival Corner presents by Le Bonheur Children’s Hospital! GameTruck and Dixon Gallery & Gardens will also be on-site.

Festival organizers expects 3000+ people this year and encourage guests to ride their bike, park nearby and ride the Roo or carpool to the fest. Bike valet will be available, and the first 75 bike riders win prizes. Bike tune-ups will also be available thanks to Bike Smith Truck. Shuttle routes and parking passes are available at latinomemphis.org.

Whether you are a runner, foodie, or enjoy shopping. There is something for everyone at the Latino Memphis Festival. The Latino Memphis Festival is a rain or shine event.

For Festival details and to register for festival activities visit www.latinomemphis.org.

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