



Celebrating 30 Years of
family, art, and culture
in Latino North
Philadelphia

Sunday, September 21, 2014
12:30 - 5PM
North 5th Street between Cambria and Lehigh Avenue
feriadelbarrio.org



Feria del Barrio | Philadelphia's family celebration of Latino heritage, arts and culture.

July 25th, 2014

Dear Merchant,

Join us in celebrating the 30th Feria del Barrio! Featuring one of the longest, continuous events in the heart of Latino Philadelphia, this year's Feria will be held **Sunday, September 21st, 2014 from 12:00 pm - 5:30 p.m.** along North 5th Street between Cambria and Lehigh Avenue. Showcasing international talent, as well as the best that El Centro de Oro (The Golden Center) of Philadelphia has to offer, Feria is the largest festival in the region attracting over 10,000 guests. Feria del Barrio is produced in collaboration by **Raíces Culturales Latinoamericanas (Raíces), Taller Puertorriqueño (Taller), Congreso de Latinos Unidos (Congreso), and HACE.**

Feria is a grassroots initiative, celebrated by the community each year. It is 100% Free and has been our joy to produce for the last three decades!

Each year the Feria Del Barrio Festival we welcome international and local talent to the festival and have hundreds of volunteers that set up booths, move tables, clean the streets, and assist the talent and more during the event. We are requesting in-kind donations to help feed these volunteers and the performing artists ranging from food, beverages to smaller items like utensils, plates and napkins. Any in-kind donations that your business is willing to contribute would be greatly appreciated, and you can be assured that the donations will go directly to the Feria Del Barrio Festival 2014. During the festival, more than 300 volunteers and performers will recognize your contribution. Any marketing materials you have may be distributed at the festival to gain greater exposure as well. We're open to conversation about customization of benefits for all interested supporters.

Since 1979 **La Feria del Barrio celebrates Latino culture in Philadelphia with:**

- Live Latin music and dance,
- Latino specialty foods from local restaurants and shops,
- Original works of art from local artists and crafts people, and
- Games and activities for children and their families.

La Feria del Barrio Festival is a free, family oriented event that attracts new audiences to El Centro de Oro and builds relationships within the Latino community of Philadelphia. It expands opportunities for performing and visual artists to display their talents and creates an environment for improved economic and commercial activity for local businesses.

Please consider supporting the largest Latino festival in the region with an in-kind donation of any size! We would like to have all donations confirmed by Friday, September 12th, 2014. Please **contact Raices Culturales Latinoamericanas Program and Marketing Manager, Erika Guadalupe Nunez, at erika@raicesculturales.org or call (215) 425-1390** about your contribution and any questions. Thank you for your consideration, and we hope to have your support!

Sincerely,

Erika Guadalupe Nuñez
Program and Marketing Manager
Raices Culturales Latinoamericanas, Inc.