



EVENTS

TARDEADA DE MARIACHI

Latino Heritage LA brings the community together through a traditional tardeada, a festive afternoon of music and fun for the entire family. In addition to musical performances by mariachi bands, there will be youth ensembles of Folklorico and Aztec dancers, arts and crafts, face painting, and delicious food – all the traditional elements of a true "tardeada" or "afternoon party."

LATINOS IN HOLLYWOOD - PHOTO EXHIBIT

Latinos in Hollywood Photo Exhibit honors the accomplishments of Latinos in film and television throughout the history of Hollywood. Displayed in prominent cultural spaces, it serves as inspiration for all to see and learn about stars of the past as well as current talent who bring Latino pride to the nation and the world.

PINATA MAKING AND LOTERIA WORKSHOPS

A fun-filled and educational event for families to learn the traditions of the art of piñata-making and the game of Loteria. A local artist will give a short talk on the history of the traditions, followed by fun games of Loteria for great prizes, and a class on how to build and creatively decorate their own pinatas.

EL GRITO LATINO HERITAGE MONTH KICK-OFF RECEPTION

A collaboration of local L.A. government, business and community leaders, the Mexican Consulate, and celebrities will come together to kick-off Latino Heritage Month with the traditional "El Grito" ceremony commemorating Mexican Independence Day, this year to be held at historic Olvera Street. Latino Heritage Foundation is hosting the official reception, offering potential sponsors a unique opportunity for visibility of their brand at this event which is certain to garner much press coverage among mainstream, Spanish-language and entertainment media outlets, both local and national.

20th ANNIVERSARY OF THE "BRONZE SCREEN: 100 YEARS OF THE LATINO IMAGE IN AMERICAN CINEMA"

The definitive documentary shined a light on the history of Latino images on the big screen from the earliest days of cinema. A special anniversary screening will be held, followed by a discussion with the filmmakers to address the issue of how Latinos in the entertainment industry and the significant Latino audience are viewed by the powers-that-be in Hollywood.



LATINO HERITAGE LOS ANGELES

EVENTS

LA KINGS YOUTH SKATE AND Q&A

To be held at their impressive training facility, the LA Kings professional hockey team will host local Latino youth for a fun and informative session of ice skating lessons, an intro to the hockey game, and Q&A with the Kings' Spanish radio broadcaster and community outreach leader, Francisco Rivera. Sponsorship will highlight your brand's commitment to and support of local Latino youth and the positive influence of sports, with many impactful photo opportunities and local press coverage.

LATINOS IN INVENTION

A special exhibition, created by local Latino Art students, of significant inventions and engineering marvels by Latinos in STEM - unsung heroes of the Latino community!