

# La Feria de Cali

Cali, Colombia



# Where is Cali?

- Valle del Cauca
- Southwest of Bogota(the capital)
- Cali River splits the city
- Western Colombia
- Subtropical 3,200 foot elevation
- Is the third largest Colombian City today
- “Salsa Capital”



# What is La Feria?

- cultural event held in Cali, Colombia
- parades and parties from December 25-30
- pride and cultural identity
- Salsa Marathon
- started in 1957
- considered to be like a 5 day fair



# Features

- Salsa Marathon
- Horse Parades
- Beauty Pageants
- Classic and Antique Car Parades
- Entrepreneurial Artisan Fair
- After parties
- Outdoor food huts



# The History

- 1956
- Devastating explosion: fair used to help bring back joy and morale during economic turmoil
- First fair: 40 days
- Celebrated recovery and sold handmade goods
- Boost the city's economy



# Thank You!

