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FOR IMMEDIATE RELEASE

August 1, 2022

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PRESS RELEASE

!Viva Cultura! Festival is Back for a 2nd Year

Get ready for the exciting ¡Viva Cultura! Festival, which kicks off Saturday, August 13, at 10 AM for a weekend packed with fun and excitement at Gateway Park, in Rosslyn / Arlington VA! The event invites everyone from Arlington, DC, Alexandria, Fairfax and all neighboring communities in the DMV metro-area to come and add to a very special and memorable cultural experience. Celebrate Latino music, food, family entertainment, and an artisans' market. Best of All ---- ¡Viva Cultura! Festival is FREE, Family-Friendly, and an Enjoyable Outdoor Event.

Centrally located Gateway Park is 100% Metro-accessible: take the Orange/Blue/Silver line to Rosslyn station. The venue is also just a short walk across the Key Bridge from Georgetown. For details, visit www.viva-cultura.com

¡Viva Cultura! Festival welcomes children of all ages and the young-at-heart too! Games, prizes, face painting, balloon art, and caricatures are all part of the fun at the Kiddie Corner. Ballet Folklorico dancers will perform in their beautiful, authentic, traditional ethnic wear from El Salvador, Peru, Bolivia, and Mexico. Plus, a DJ and live bands will keep things upbeat and moving all day.

Be sure to visit the artisans' market, open until 5 PM, and prepare for a journey to faraway places. See and touch intricate brilliant weaves, fine handcrafted silver, and stylish one-of-a-kind fashions from Colombia, Peru, Mexico, Bolivia, and El Salvador showcase the richness of each culture.

Feel lucky? That's even more reason to come be part of ¡Viva Cultura! Festival. Raffles are taking place throughout the day. Registration is not required, but we strongly encourage you to register [HERE](#) to participate to save your special chance to win!

And there's even more ----



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If you like adventure, take your taste buds on a world tour.

Find out about the magic of birria, a Latino favorite, but pace yourself. Be sure to leave room to taste an array of authentic dishes from Mexico, Colombia, and Peru, guaranteed to delight the palate. And for those longing for a healthy alternative, the HealthPub is sure to satisfy. Then, cool off at the pop bar. Enjoy pops made from natural ingredients using grandma's recipes.

¡Viva Cultura! Festival is made possible with support from our sponsors, Wells Fargo, Embrace Home Loans, Wider Path Home Foundation, and Homespire Mortgage. Together, we have created an event tailored for families to embrace the beauty of the Latino culture.

¡Viva Cultura! is presented by CAF, Center for Assistance to Families, a 501(c)3 nonprofit organization whose mission is to transform communities through economic and educational empowerment in collaboration with community and faith-based organizations. "We're proud to be associated with an event that celebrates America's diversity and brings our communities together authentically. Plus, it's fun and wholesome for the entire family," said Walkiria Pool, CAF President and Founder who has been the driving force and main sponsor behind the initiative. "When a business grows, it impacts the whole family. Our artisans have the drive and heart to take their art to a new level."

"CAF is committed to helping our community of artisans with business development workshops. They teach them how to improve their social media presence, acquire graphic design skills, and strengthen financial literacy, website development, and other business practice," said Beatriz Paz, event organizer, and founder. "We are grateful for the show of support from the Rosslyn Business Improvement District, Arlington County and the many volunteers that make this initiative possible.

¡Viva Cultura! is a grassroots-driven community-event that supports Latino artisans and small businesses in our diverse communities by ensuring low-cost exhibitor participation and promotion.

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