



IMGoing
FOR IMMEDIATE RELEASE



LA FIESTA VIRGINIA BEACH

PRESENTED BY THE HISPANIC CHAMBER OF COASTAL VIRGINIA

RETURNS TO VIRGINIA BEACH

FRIDAY, JUNE 28, 2024 – FREE AND OPEN TO THE PUBLIC

24th Street Park

5:30 p.m: Ballet Folklórico Mexican Tradition of Julio Ruiz

6 p.m: Los del Alto

6:45 p.m: Ballet Folklórico Mexican Tradition of Julio Ruiz

7 p.m: Panamanian Folkloric Group of Hampton Roads

7:15 p.m: Rossi Lopez

7:45 p.m: Dance lessons by Vida Bachata Dance Company

8 p.m: Anthony Bachata

8:55 p.m: Vida Bachata Dance Company

9:30 p.m: Grupo Ritmo Son

SATURDAY, JUNE 29, 2024 – TICKETED CONCERT

24th Street Park - Begins at 3 p.m.

El Gran Combo de Puerto Rico with special guests

Bachateame Tour featuring Karlos Rose, Jay Heightz, El Sultan & Monchy

Grupo Kazzabe

Max Rosado & 7th St. Band

More information and tickets for Saturday are available at beacheventsvb.com

VIRGINIA BEACH, VA (Tuesday, May 28, 2024) – Virginia Beach, Beach Events, and IMGoing today announced the return of **La Fiesta Virginia Beach presented by the Hispanic Chamber of Coastal Virginia**, a two-day event celebrating the sights and sounds of the Latin Experience at 24th Street Park from June 28-29, 2024. Kicking off Friday with dance performances and festivities that are free and open to the public, the event continues Saturday with live performances starting at 3 p.m. ET. Tickets for Saturday are available now at www.beacheventsvb.com.

Featuring the key ingredients of authentic food, colorful cultural costumes, and high-energy national Latin Music, La Fiesta Virginia Beach, presented by the Hispanic Chamber of Coastal Virginia is headlined on Saturday evening by Puerto Rico's most successful musical group, El Gran Combo de Puerto Rico with special guests Bachateame Tour featuring Karlos Rose, Jay Heightz, El Sultan & Monchy. Special performances and concerts will take place throughout the weekend at 24th Street Park, including Ballet Folklorico Mexican Tradition of Julio Ruiz, Panamanian Folkloric Group of Hampton Roads, Dance lessons by Vida Bachata Dance Company, Grupo Ritmo Son, Grupo Kazzabe, Max Rosado & 7th St. Band, and more.

Authentic Latino and Hispanic food vendors as well as retail vendors round out the festival experience.

About Beach Events

Beach Events is the entertainment program presented by the City of Virginia Beach, featuring concerts, festivals, and family activities held at the oceanfront resort area. A full array of events, ranging from the Monsters on the Beach monster truck races to a whole festival with tribute bands in June to a holiday light display along the boardwalk means there's truly "something for everyone!"

Beginning in May, through Labor Day Weekend, the wildly popular Live! On Atlantic program thrills audiences right on the sidewalks of Atlantic Avenue with magicians, jugglers, musicians, costumed characters, and more! When it comes to entertainment, "all the world's a stage" most nights at the Virginia Beach oceanfront, and most of it is FREE!

About IMGoing

IMGoing is a full-service independent entertainment company providing first-class live experiences as well as being an innovative leader in the production, booking, and marketing of live entertainment events. From festivals and concerts to all types of special events, IMGoing has been creating premier concerts and event experiences by offering the most intimate engagements.

About the Hispanic Chamber of Coastal Virginia

Celebrating over 20 years of service, The Hampton Roads Hispanic Chamber of Commerce began operations on May 31st,

2003 as the Peninsula Tidewater Hispanic Chamber of Commerce. On May 20, 2005, the organization emerged as the Hampton Roads Hispanic Chamber of Commerce to better serve the Hispanic business community in Hampton Roads.

During the fall of 2002, a coalition of Hispanic women envisioned an organization that would connect Hispanic-owned businesses to the growing business community. The Hampton Roads Hispanic Chamber of Commerce began operations on May 31st, 2003 as the Peninsula Tidewater Hispanic Chamber of Commerce. On May 20, 2005, the organization emerged as the Hampton Roads Hispanic Chamber of Commerce. The goal was to provide Hispanic businesses the opportunity to enter the non-Hispanic consumer base and educate non-Hispanic business owners, of the great economic impact the fastest-growing population will have in the near future. After much research and deliberation, it was decided that a Hispanic Chamber of Commerce would be the best avenue to accomplish these goals and it has provided a large impact to the region and the commonwealth. In 2023 the Hispanic Chamber of Commerce became the Hispanic Chamber of Coastal Virginia to expand our Impact across all Coastal Virginia's Latino community and its businesses.

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