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Hispanic Fiesta at Penn's Landing Saturday, July 12 & Sunday, July 13, 2008 Great Plaza at Penn's Landing, Philadelphia

Celebrate the 29th anniversary of the Hispanic Fiesta with authentic entertainment, crafts and cuisine. Hispanic Fiesta will feature two exciting days packed with music, dance, and Latin American cuisine. In addition to the music of mariachi, salsa, bachata, merengue, samba, and boleros, and a little Latin R&B, the Fiesta will showcase artisan crafts and authentic foods from Puerto Rico, Cuba, Mexico, the Dominican Republic, Nicaragua, Colombia, and other parts of Latin America. This free event is organized by the Council of Spanish Speaking Organizations (Concilio).

Pricing: Ranges from \$1,750 per day depending on sponsorship benefits and setup logistics.

Attendance: 7,500 per day total of 15,000 of the weekend.

Time: Noon-8pm.

Demographics: - family audience of Hispanic descent. People interested in Hispanic dance, culture, decor and food.



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