

PRESS RELEASE



Newsed brings largest cultural celebration in the state to Civic Center Park *32nd Annual Cinco De Mayo Festival, May 4 & 5*

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Denver, Colo. (March 5, 2019) –Civic Center Park will again come alive the first weekend in May with the sights, sounds, eats, and culture that is Denver’s largest cultural event in the state, the 32nd annual Cinco De Mayo ‘Celebrate Culture’ festival. The event, which began as a small celebration, has grown into one of the largest Cinco De Mayo events in the world.

Cinco de Mayo, celebrated by Latinos and non-Latinos across the country, commemorates the victory of a heroic people and their struggle for freedom. On May 5, 1862, in the town of Puebla, the outnumbered Mexican army defeated French forces providing the momentum and national confidence to drive foreign power from their country. Cinco de Mayo is a celebration of freedom and culture.

“The event is all about bringing people together and highlighting the beauty and tradition of the Latino culture,” said Andrea Barela, President and CEO of Newsed. “Denver has such a rich Latino culture that is underrepresented in the event world. We are so proud to bring that to the heart of Denver, and highlight all the incredible Latino artists, musicians, performers, and businesses,” Barela added. The two-day celebration will feature a parade, three stages of musical and dance performances, chihuahua races, a taco eating contest, a low rider car show, delicious food and drink, kids’ activities, artisans and crafters, a free yoga outdoor yoga class, a non-denominational Mass, and so much more. This colorful celebration supports an incredible local organization, Newsed which works tirelessly to promote the economic success of underserved populations in the seven-county Denver metro area through community development with a focus on affordable housing, small businesses and asset creation.

The Cinco De Mayo Celebrate Culture Festival is made possible by the following incredible sponsors: Official sponsors: Dos Equis, Tecate, Tecate Light, King Soopers, Pepsi, The Denver Post, 9News, and Telemundo. Official media partners: La Jota Mexicana, El Comercio, K-LOVE 91.1, Air 1 88.9/103.9, La Voz, KUVU, La Invasora, Max Media, FLO 107.1, Jammin101.5, LatinLifeDenver.com. Major Sponsor: Wells Fargo, Metropolitan State University. Premier Sponsor: O’Reilly Auto Parts. Supporting Sponsors: Coyote Gold Margarita, Bendenelli Law Firm, Sunland Asphalt & Construction, Inc., 1st Bank, Coloradans for Responsible Energy Development (CRED), El Jimador and Xfinity. Community Sponsors: The City and County of Denver, Grow Denver-The Office of Economic Development, Fiesta Colorado Dance Company, Hispanic Chamber of Commerce of Metro Denver, and Visit Denver. Main Stage Sponsor: Metro PCS. Main Stage Supporting Sponsors: ARC, Donor Alliance, El Defensor, and Mrs. Meyer’s Clean Day

About Newsed

NEWSSED is a Community Development Corporation (CDC), which has served the Denver Community since 1973. NEWSSED promotes the economic success of underserved populations in the seven-county Denver metro area through community development with a focus on affordable housing, small businesses and asset creation. NEWSSED promotes holistic social and economic development opportunities.

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