



**Hispanic Learning Center  
of Cabarrus County**

*The HLC is registered with the IRS as a 501-(c)-(3) Non-Profit Organization*

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## **International Festival**

The *International Festival* presented by the Hispanic Learning Center of Cabarrus County will be this area's first-ever multi-cultural event held in Concord and the greater Charlotte region. The theme will be "**Uniting People, Building Strong Communities.**" We intend to showcase the people, resources, cultural diversity of this region in a one-day event held on Sunday, October 24, 2010 from 12:00 pm until 6 pm. We are expecting approximately 5,000 people to attend the event.

This event will be held on Union Street in downtown Concord and has been approved by the Mayor and City Council. Concord will provide free police presence and cleanup. Concord's Sister Cities will be invited and the event will be a day of family fun for people of all nationalities.

A performance stage anchored at Union St. at Cabarrus will provide the location for bands, talent contests, public announcements and sponsor showcase.

Large banners across the stage will identify key sponsors and programs, announcements, newspaper ads, TV ads and other media outlets will ensure market penetration and sponsor recognition. Dance contests will be held in the streets. Food vendors are expected and many downtown businesses and restaurants have expressed interest in being open the day of the event.

Roving entertainers and musicians will keep the crowd entertained and professional dancers will demonstrate their skills on the stage. Multi-national corporations the local presence will be invited to showcase their products with some "show and tell." Multi-ethnic groups will demonstrate their singing dancing or entertaining skills.

*Proceeds from this event will go to help support the humanitarian and educational activities of the Hispanic Learning Center of Cabarrus County. The HLC is a non-profit center for community improvement that is open to help anyone with a desire to improve their literacy. All of its programs are free to the public. Varied programs such as English as a Second Language, Health and Wellness, understanding law, starting a business, driver responsibility, banking, home ownership and others provide a central location for learning otherwise unavailable in the community. While its doors are open to anyone, its current primary target is low income/poverty level Hispanic people.*

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