Beat: Entertainment

PEOPLE EN ESPANOL FESTIVAL Makes TRIUMPHANT RETURN To NEW YORK CITY

To Galvanize LATINO VOTERS

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USPA NEWS - People en Español, the leading Hispanic media brand and pillar of the Meredith Latino Hispanic portfolio, will bring multiple generations of Latinos under one roof with the return of the brand's beloved 'Festival People en Español', taking place October 5-6, 2019 during Hispanic Heritage Month in New York City. As Meredith Corp.'s largest consumer facing experience and the largest, free live experience of its kind, Festival People en Español will celebrate history and culture through live content and experiences curated by the brand's editors. This year's programming will feature in-depth conversations with community leaders and celebrities, music performances and engaging consumer activities to address empowerment for the Latino community.

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This year's Festival theme, "Juntos Somos Mas" ("Together We Are More"), will emphasize the national Hispanic community's contributions to mainstream culture and shaping the future of America. People en Español will use the Festival as a platform to energize the Hispanic community and galvanize civic engagement and voting awareness during a crucial upcoming election year in 2020. Programming highlights will focus on the importance of the Hispanic voter and having one's voice heard, particularly for young Latinos.

"Our proprietary research at People en Español continues to show that the Hispanic-American community feels both 100% Latino and 100% American, and that duality is what we are celebrating with Festival. As the #1 Hispanic brand, it is our duty to inform, inspire and motivate, in addition to entertaining, and we are thrilled and honored to have the Festival serve as the base to celebrate our culture, communities, and changemakers," said People en Español Publisher, Monique Manso. "Today it's clearer than ever that Latino voices and contributions to this country are meaningful and cannot be erased or ignored. It is our duty to revive this safe space for us to look back on our accomplishments while laying the groundwork for the future - especially as we gear up to make a powerful impact on the 2020 election."

The 2019 Festival finds a new home at The Armory in Manhattan's Washington Heights neighborhood “‘ the heart of the Hispanic community with 72% Hispanic residents “‘ inspired by Lin-Manuel Miranda's award-winning musical "In The Heights", which was lauded as a love letter to the NYC Latino community.

Source : PEOPLE en Español

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