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Premiere "Celebrate Orgullo®" To Showcase LGBT Hispanic Pride During Hispanic Heritage Month

Press Release

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Miami Beach, FL - August 31, 2011 ---On Saturday, October 1, the first-ever



"Celebrate Orgullo®" event will take place in Lummus Park on Miami Beach. "Orgullo" is Spanish for "Pride," and this event celebrates the diverse cultural heritage and contributions of South Florida's LGBT (lesbian, gay, bisexual, transgender) Hispanic community.

The event, taking place from noon until 6 pm at Lummus Park, between 10th and 11th Streets Miami Beach, will feature musical performances, folkloric dance, celebrity guests, drag performers, refreshments and vendor booths representing the both the non-profit and business community.

Since 1988, Americans have observed Hispanic Heritage Month - September 15 to October 15 - celebrating the histories, cultures and contributions of those whose ancestors came from Central and South America, Spain, Mexico or the Caribbean. With Hispanics in Miami-Dade County comprising 65% of the total population, (2010 U.S. Census), Hispanic Heritage Month is widely popular in South Florida, with a myriad of events taking place throughout the month long celebration. As evidenced by the more than 40,000 people who turned out for Miami Beach Gay Pride this past April, there are a significant amount of LGBT and LGBT-friendly supporters in South Florida, and many are Hispanic.

Coincidentally, the theme for Hispanic Heritage Month 2011 is: "Heritage, Diversity, Integrity and Honor: The Renewed Hope of America," therefore it is especially timely that the first Celebrate Orgullo® will truly celebrate the diversity of our community. Celebrate Orgullo® is a grassroots effort, conceived and implemented by a group of volunteers who decided that it was time for Miami Beach to lead the way in honoring the cultural contributions of the LGBT Hispanic community. The committee unanimously voted to name the city's mayor, Matti Herrera-Bower, as "Honorary Orgullo Queen" to recognize her support throughout the years.

The event is free and open to the public, and a portion of the proceeds from the sale of food and beverages will benefit the LGBT Youth Scholarship Fund of Miami-Dade Gay & Lesbian Chamber of Commerce Foundation, Inc.

Members of the Executive Committee are Ivan Cano, Jorge Richa, Herb Sosa, Laura Veitia and Darvin Williams. On the Planning Committee are Lynn Bove, Luis Gonzalez, Joe Granda, Yubi Herrera, Scott Holland, Josue Kant, Sharon Kersten, Josue Santiago, Luiz Rodrigues, Soraya Swingen, Peter Tapia and Hernan Valverde.

Celebrate Orgullo® takes place on Saturday, October 1 from noon until 6 pm at Lummus Park, on the sand between 10th and 11th Streets in Miami Beach. For further information, visit www.celebrateorgullo.com

Main Stage Performances



Adora



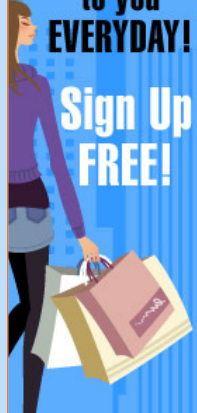
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