



Soul Of Miami



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Celebrate Orgullo To Showcase Hispanic LGBT Pride 10/1/11

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Celebrate Orgullo To Showcase Hispanic LGBT Pride
Saturday, October 1 from noon until 6 pm
Lummus Park
on the sand between 10th and 11th Streets
Miami Beach
visit www.celebrateorgullo.com



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.

There are several opportunities for companies and organizations to become involved and reach out to a lucrative market at Celebrate Orgullo®. Sponsorships range from \$500 to \$15,000, and a limited number of booths are available at \$250 per space, or \$150 for a non-profit organization. Complete details are available at www.CelebrateOrgullo.com or call Jorge Richa, (305) 673-4440, or email Jorge@celebrateorgullo.com.

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 Darwin 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.

Media Partners to date, who are donating advertising and promotion to Celebrate Orgullo® are AMBIENTE Magazine, Florida Agenda, Hot Spots!, GENRE Latino, Mark, Mark's List, Miami Gay Blog, She Magazine, South Florida Gay News and WIRE Weekly

Community Partners/Sponsors, committed to providing support through donations of product, community outreach and/or financial support, are Brown-Forman, Bud Light, City of Miami Beach, City of Miami Beach GLBT Business Enhancement Committee, Chambord Vodka, ECOMB, Granda Entertainment, Greater Miami Convention & Visitors Bureau, Hotflyers.com, Ikandee Productions, Inferno Puerto Rico, Kersten Communications, Leblon, Miami Dade Gay & Lesbian Chamber of Commerce, MDGLCC Foundation, Inc., Miami Reconnect, Noche Latina Florida, Palace Restaurant & Bar, South Florida Hispanic Chamber of Commerce, Tequila Herradura, Unity Coalition/Coalicion Unida and Worldwide Travel Partners.

The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover the 30-day period from September 15 through October 15.

The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively.

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9/4/11 9/6/11 9/8/11 9/9/11
9/10/11 9/13/11 9/17/11
9/18/11 9/22/11 9/23/11
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