

PRESS RELEASE

Olé Productions and the ***Central Valley Music Group***
present the 1st Annual
Latin Music and Salsa Festival

Olé Productions and the *Central Valley Music Group* will unite their promotions talents to bring to the Modesto area the first annual *Latin Music and Salsa Festival*. This late afternoon and evening outdoor music festival will take place on **September 12, 2009**, at the *Whitmore Mansion* in a great outdoor staging area. The festival will feature Latin music, Latin dance demonstrations, Mexican food and beverages, and a “*Best Tasting Salsa Competition*.” The *Latin Music and Salsa Festival* will present a top name Latin music performer and will also showcase local professional music talent. The music featured will include Latin jazz, Salsa, Rumba, Cha Cha Cha and old style Chicano music.

A Salsa dance group, Mexican folkloric dance group, other dance groups will be invited to perform during the intermissions.

Another component of the event is the “salsa cook-off and tasting competition.” Local area restaurants will be invited to participate in a competition to win bragging rights for the best tasting salsa, as judged by a panel of “*celebrity judges*.” Trophies will go to the 1st, 2nd and 3rd place winners. A variety of Mexican food and beverages will be offered for purchase by the *Whitmore Mansion* in an out-door dining setting.

Product display booths will be available to businesses for promotional and sales opportunities. Non-profit organizations will also have an opportunity to participate with informational booths.

General Admission: \$20.00

Location: Whitmore Mansion, 2732 5th St., Ceres, California

DATE: Saturday, September 12, gates open at 4 p.m.