



**United Way
of Greater Warren County**

For Immediate Release - *Monmouth, Illinois*: **United Way of Greater Warren County is hosting the third annual Hispanic Heritage Festival, which will be held August 24, 2024 from 6 pm to midnight within the first block of South 1st Street in Monmouth.** Monmouth's Hispanic Heritage Festival is the largest event of its kind in the region, with an estimated crowd of up to 3,500.

The Hispanic Heritage Festival is a free event open to the entire public. All vendors are from the Hispanic community. Vendors were not asked for a fee, because part of the design of the event was for members of the Hispanic community to share their goods and services, while learning more about how local business works. This includes providing necessary documents for both the local city and the health departments.

Entertainment will run all night and includes DJ Joseph & Friends (a popular local Hispanic DJ with the LED Robot and popular Hispanic bobble head dancers); Quad Cities Ballet Folklorico; and live music from Tamborazo La Magdalena, also from the Quad City area. The City's proclamation for Hispanic Heritage Month will be read in both English and Spanish. Other activities include bull riding, also provided by a local Hispanic-owned business as well as various children's activities, hosted by United Way volunteers and Buchanan Center for the Arts.

Vendors are encouraged to sell their food/merchandise at a fair price and each vendor keeps their proceeds. The only funds from the Hispanic Heritage Festival that will be kept are from the cash bar. 100% of these funds will be disbursed to the Hispanic community through a special fund and the Hispanic community will lead the process of determining what the priorities are, which gives them a voice they have never had as residents.

Expenses for the Hispanic Heritage Festival are not taken from United Way's campaign funds. Rather, grants, sponsorships, and other funds for this event are raised in advance. Sponsors include: Smithfield Foods, G&M Distributors, Dave's Auto Body, Midwest Bank, and Norris Sound and Lighting. United Way of Greater Warren County also extends appreciation to the City of Monmouth and Monmouth Police Department and auxiliary, who will be present at the event.

For more information, contact Jeannie Weber, executive director, United Way of Greater Warren County, 309.599.1506 or jeannie@wcupiedway.org.

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