

From: La Isla Magazine <art@laislamagazine.com>
Sent: Wednesday, November 9, 2016 10:30 AM
To: Haley, Nikki
Subject: Rescheduled Planet Fitness Latin Music Festival! Don't Miss It!

La Isla Magazine November 2016 Newsletter

“We have a lot to be thankful for!”

Planet Fitness – La Isla Latin Music Festival has been rescheduled to Sunday, November 27 on Thanksgiving Weekend

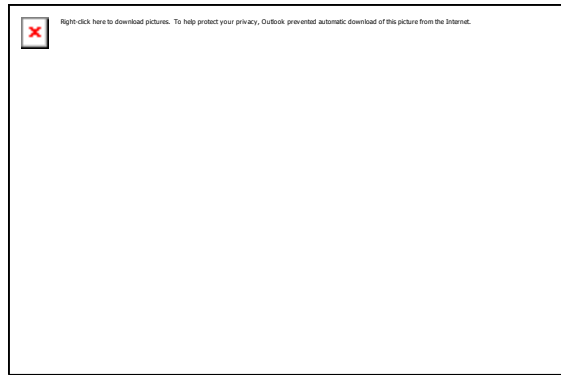
Latin Music Festival

Sunday, November 27

11AM - 10PM Shelter Cove Community Park

39 Shelter Cove Lane, Hilton Head Island, SC

For more information, call (843) 681-2393



Festival Folkloric Dancers

The Planet Fitness – La Isla Latin Music Festival has been rescheduled due to Hurricane Matthew. The festival, now in its 5th year, will take place during Thanksgiving weekend on Sunday, November 27, 2016 from 11 am to 10 pm. The festival will be held on Hilton Head Island, at Shelter Cove Community Park: 39 Shelter Cove Lane, HHI, SC 29928.

Reflecting on the past month, La Isla President and Publisher Eric Esquivel said, “There are too many things to be thankful for after surviving such a devastating event. The festival was originally intended as a celebration of Latino Heritage Month. By rescheduling for Thanksgiving weekend, we’ve allowed our community time to recover and given our magazine time to focus on aiding others and helping with our region’s cleanup. Now, later this month, the festival will give all of us the opportunity to truly give thanks, relax, and enjoy the holiday weekend with family, friends, and our wonderful community.”

This festival is expected to welcome more than 6,000 guests from all over the region. Entertainment will consist of four Latin music bands of varying genres, 2 folkloric Latin dance groups, professional salsa instructors and lessons, and a couples’ dance competition. There will be more than 50 vendors offering Latin food from Mexico to Argentina, Latin beers, Margaritas, Sangria, Cuba Libres, and plenty of treats for the kids. Additional vendors and sponsors will consist of arts and crafts, face painting, sweets, non-profits, and many businesses excited about reaching out to the Latino community. There will also be a massive kids zone, climbing walls, bungee jumps, a magician, and many other family-friendly activities, all overlooking a majestic view of the Broad Creek intercoastal waterway.

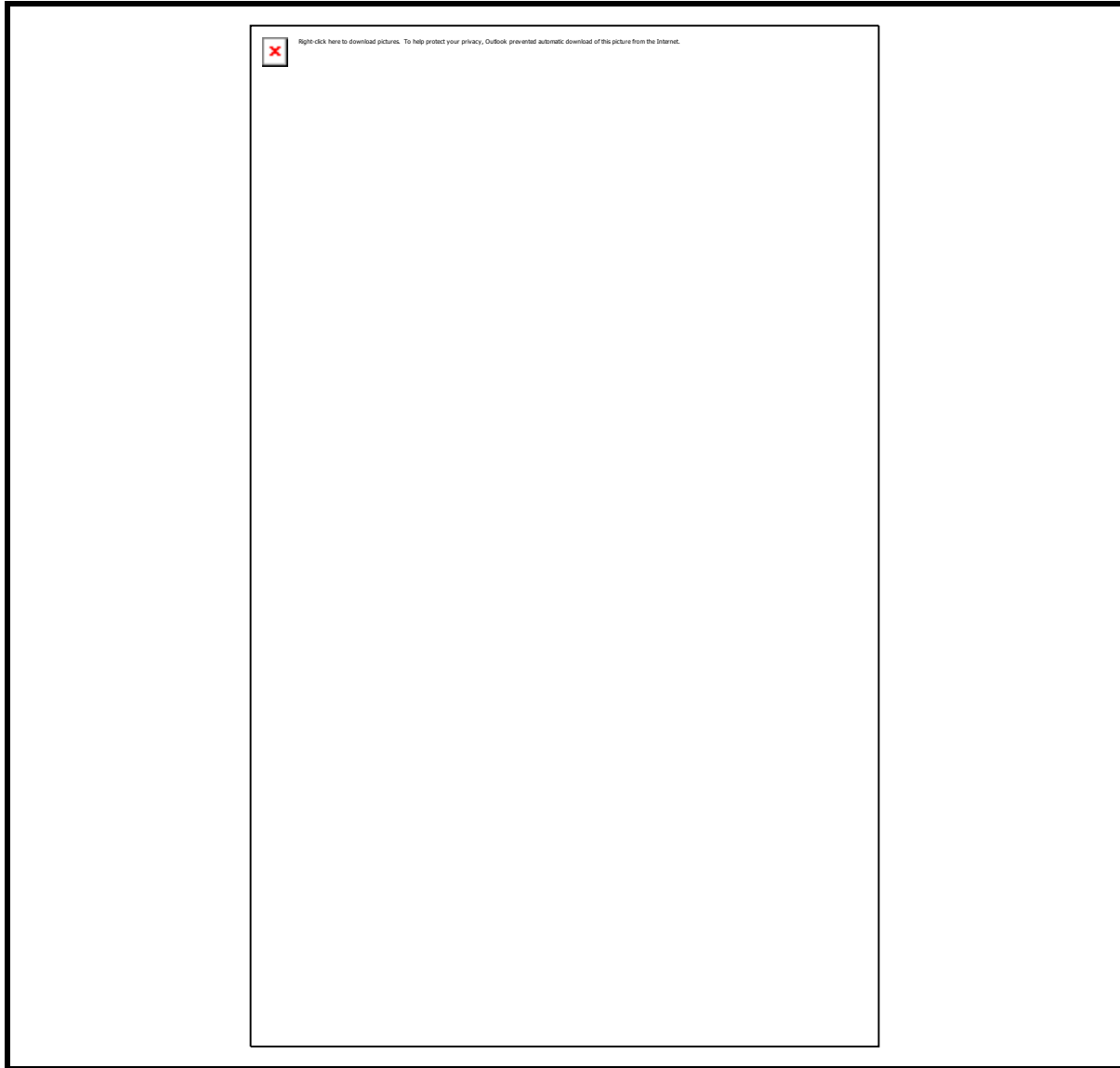
Finally, the festival’s feature event is The Miss La Isla Community Pageant. The beauty of the Miss La Isla Magazine Pageant lies in giving back to the community. During the evening of the festival, the young lady who raises the most money for her non-profit will be crowned Miss La Isla Magazine 2017!

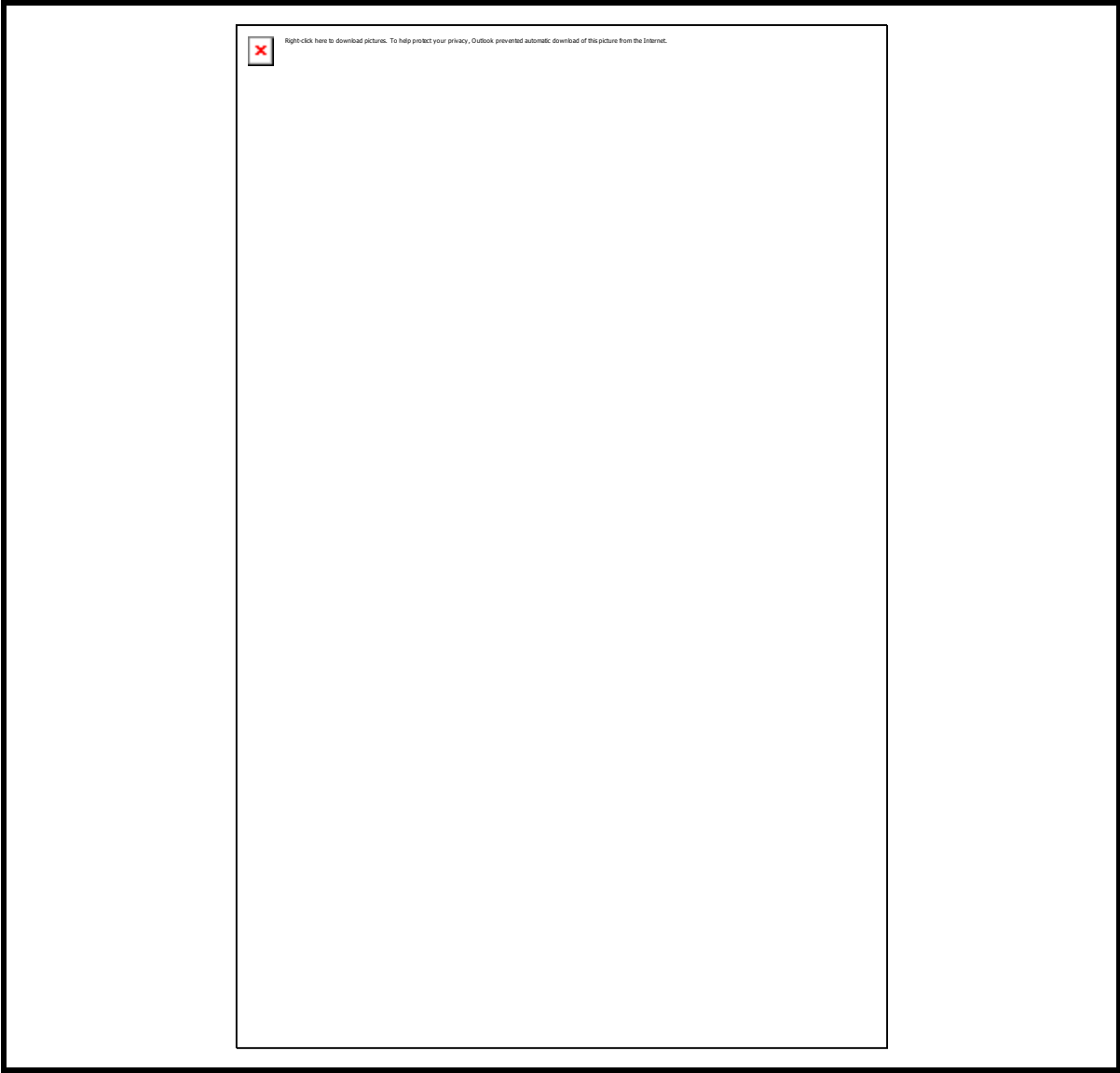
This year’s selected Miss La Isla nonprofits are Citizens Opposed to Domestic Abuse (CODA), Health Community Project, supervised by the Lowcountry Immigration Coalition, Mercy Mission in Jasper County, supervised by Catholic Charities, The Children’s Rehabilitation Institute of Teleton USA, and The Literacy Center.

Thanksgiving weekend offers us an opportunity to start a great tradition after a busy summer season in which the Latino community plays a vital role. The producers see the festival’s unexpected rescheduling as a positive and are anticipating an even larger crowd due to the long holiday weekend, traditional shopping madness, the lack of community oriented activities, and the addition of many people who travel from all over to enjoy the holiday weekend on Hilton Head Island!

See Miss La Isla candidates’ photos here: <http://goo.gl/dEHIw8>

See previous festival pictures here: <https://goo.gl/uXYcr6>





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