



***The 9<sup>th</sup> Latin American Festival is set to bring food, handicrafts, and this year's theme that will be 'Rhythms and music of Latin America' with a myriad of the region's beats such as salsa, mambo, merengue, bachata, tango, cumbia, joropo, samba, san juanito, candombe and much more!***

**KUALA LUMPUR, 4 May 2017** — Malaysia's largest celebration of the Latin American culture, the Latin American Festival returns in this ninth edition to bbpark in Bukit Bintang, on May 21 2017 from 11:00am until 6:00pm.

The 9<sup>th</sup> Latin American Festival is organized by nine of the Latin American and Caribbean Embassies (GRULAC) in Malaysia, in collaboration with Plaza Low Yat, Federal Hotels International (The Federal Hotel Kuala Lumpur & Hotel Capitol Bukit Bintang, Kuala Lumpur), the Latin Ladies Association of Malaysia, supported by Dewan Bandaraya Kuala Lumpur (DBKL) and Kuala Lumpur Tourism Bureau.

Visitors will be able to experience at first-hand the rich and diverse culture of Latin America and the Caribbean with the presence of the Embassies of Argentina, Brazil, Colombia, Cuba, Ecuador, Mexico, Peru, Uruguay and Venezuela showcasing their culture at their designated stands, offering typical food and beverages, and promoting original handicrafts and tourism information.

The ample variety of Latin American culture will feature colourful and entertaining traditional and contemporary performances lined-up by each country while its music, food and dance will bring Malaysians and visitors closer to Latin America. Other activities include a lucky draw with attractive prizes such as tablets and smartphones sponsored by Top LCM Game Station Sdn Bhd, Cosmo Online Sdn Bhd, House of Leather Chain Store Sdn Bhd, Teletrax Sdn Bhd, Firestorm Sdn Bhd, SNS Network Sdn Bhd, Kexwoode Sdn Bhd and R-Lift Sales & Services Sdn Bhd, as well as a very special prize of two round trip flight tickets to Havana, Cuba, courtesy of Turkish Airlines.

This Festival has become a tradition in Kuala Lumpur, thanks to the growing interest of Malaysians in learning about the customs of these 'distant' nations. This event is also a great opportunity for the Latin American and expat community living in Malaysia to get together, celebrate and share their culture with the locals.

Every year, the Festival is organized to support charity programmes and organizations devoted to Malaysians in need. This year, the proceeds from the Festival will once more be donated to KIRTARSH, a non-profitable NGO aimed to provide shelter and care for special and underprivileged children in Malaysia.

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