

CITY OF JERSEY CITY

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Jersey City to Celebrate the Fourth Annual Latin American Festival of Folklore, Raíces De América as part of the City's 'Tapestry of Nations' Ethnic Festival Series

JERSEY CITY – Mayor Jerramiah T. Healy, the Municipal Council and the Division of Cultural Affairs proudly announce that the **4th Annual Latin American Festival of Folklore, Raíces De América**, will take place from **12:00 pm to 8:00 pm** on **Sunday, July 15th 2012** at **Exchange Place** in Jersey City.

“The Latin American community is a flourishing and integral part of Jersey City,” said **Mayor Healy**. “I encourage everyone to join in on the celebration of this rich and vibrant culture as they proudly display their heritage.”

This event is coordinated once again by the non-profit organization Aruma De Comunicaciones USA, and will highlight their roots in America by giving visitors a truly Latin American experience.

The festival will celebrate Latin Folklore with music by professional performers and dance groups who will perform traditional folk shows that promises to be fun for the whole family. Visitors can take in the beautiful choreography and costumes that are sure to be unforgettable, while indulging in typical Latin food.

“Spectators will achieve the complete experience of Latin American culture,” said **Luis Mendoza**, President of Aruma De Comunicaciones. “This event is to preserve and showcase the authentic traditions of the peoples of Latin America.”

This event is free and open to the public. For more information please visit www.arumabolivia.net or contact festivalraicesdeamerica@yahoo.com.

All media inquire should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.///