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**MI GENTE CA ANNOUNCES SANTA CRUZ'S FIRST AFROLATINE FESTIVAL IN OBSERVANCE OF HISPANIC/LATINE HERITAGE MONTH**

*Mi Gente CA partners with Santa Cruz Art League to host inaugural AfroLatine Festival, an intercultural celebration to unite Black & Brown communities*

**August 17, 2023– SANTA CRUZ, CA–** Mi Gente CA, award-winning arts & culture organization in Santa Cruz County with a mission to support underrepresented artists, today announces its inaugural AfroLatine Festival in collaboration with Santa Cruz Art League. The AfroLatine Festival will honor Hispanic/Latine Heritage Month, observed from September 15 to October 15 to honor the histories, cultures, and contributions of American citizens whose ancestors come from Spain, Mexico, the Caribbean and Central and South America, by educating and celebrating African roots and influences on Latin American culture.

Founder of Mi Gente CA, Isabel Contreras, and Executive Director of Santa Cruz Art League, Val Miranda, both Latina artists and arts & culture professionals in Santa Cruz County, are joining forces to organize the celebration. This event will feature approximately 20 arts & craft vendors, Latin American food options from various countries such as Colombia, Mexico, El Salvador, etc. and live performances from La Cumbiamba Colombiana, Freeborn, Samba Soul Dance, and more. The event will take place at Woodhouse Blending & Brewing on September 16th, 2023, from 12–6pm which also falls on Mexican Independence Day, and follows a day after the beginning of Hispanic/Latine Heritage Month. The event is free, family-friendly and open to the public with a suggested donation to support the festival and future events of the organization. Donations accepted in person day of event, or at: <https://www.migenteca.org/donate>

**About Mi Gente CA**

Mi Gente CA organizes culturally curated events for the community in order to support and spotlight BIPOC & AAPI entrepreneurs and creatives in spaces where they have historically been overlooked. Mi Gente aims to create safe spaces for our BIPOC & AAPI creatives and entrepreneurs to connect, network, and pour into one another through cultural festivals, dance socials, networking events and more. For further information, visit <https://www.migenteca.org>, or @migenteca on Instagram.

**About Santa Cruz Art League**

The Santa Cruz Art League is a vibrant, multi-disciplinary art center located close to downtown Santa Cruz. The Santa Cruz Art League was founded in 1919 by a group of local artists yearning for a place to meet in order to share their art, to teach, and to motivate one another. Over the last 97 years the Santa Cruz Art League has been consistently committed and supportive of local artists by encouraging visual and performing arts in an environment that is supportive not only to the artist, but also to students, and to the community. For more information visit <https://scal.org/> or @santacruzartleague on Instagram.

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