



The 3<sup>rd</sup> Annual San Jose Salsa Festival is scheduled for Saturday, August 21, 2010 from 12:00 p.m. to 8:00 p.m. The event will once again be a Street Festival located on Alum Rock Avenue between White Road and Millar/Manning Avenues. This year's festivities include:



- **Full Day of Musical Entertainment** by several of the Bay Area's Finest Salsa Bands
- **Children's Program** – the Children's Area this year will have its own stage and a full day of special entertainment and planned activities for children of all ages
- **Best Tasting Salsa Contest** – winner selected by People's Choice
- **Best Salsa Dancing Contest** – winner selected by People's Choice
- **Lots of FUN, FOOD, Arts/Crafts and activities for the whole FAMILY!**

**The San Jose Salsa Festival** celebrates the music and flavors of the Latino Community, a major component of the Alum Rock neighborhood, but it also has the universal appeal of the world's two international languages, Music and Food! Our Festival brings together top professional musicians, sizzling salsa dancers and mouthwatering cuisine. Adding to the variety and fun are folks from our multicultural neighborhood displaying or selling items reflecting their cultures, talents and interests. Festival-goers will find everything from tasty tamales for sale to a demonstration on how to grow one's own peppers! ***All this in a wholesome, alcohol-free, family-friendly atmosphere!***

ARVBA's Original San Jose Salsa Festival adds to the richness of Alum Rock and builds on the area's historical traditions. It's a day for showcasing our community as the **"Home of the San Jose Salsa Festival"** – the first ever Street Festival in the Alum Rock Area and East San Jose!