



# Festival Latino of the Berkshires



September 1, 2021

## Dear Faculty and Students

We hope that this letter finds you well during this challenging time. We have decided to go forward, respecting the protocols in place for COVID-19, and hold a Festival Latino this year in the Town Hall Park in Great Barrington on Saturday, Sept. 25 from 12:pm – 6pm. As in previous years, your help is important for the Hispanic Heritage Celebration in Berkshire County. There are many ways that students can come together academically and be a part of the Festival Latino of the Berkshires. The help from the student volunteers is a critical part of the success of the Festival: guiding attendees to performances, selling sodas & t-shirts, enforcing COVID protocols, etc. It provides a great experience for them to contribute to our community event.

More than ever, after missing the Festival last year, we need your help to encourage students to help with this event, which benefits our community in so many ways through culture, education and tradition. Our new location has many advantages: we will be between 2 theatres, and will locate many of the live performances in St. James Place, an ideal space for our event. On the beautiful stage, you'll see professional dancers in folkloric, colorful costumes dancing to traditional stories and hear the rhythmic music of their countries. Outside, in the Town Hall Park, there will be the usual fabulous Latin Cuisine vendors, along with Craft vendors, artists, and educational activities including language, dance, music and culture in and around the Gazebo. Our goal is to show to the Berkshire community our continued appreciation of Latino arts and culture and to welcome the community to celebrate with us. CHP and the Board of Health are actively helping us to enforce all necessary protections to our Festival attendees and ensure a fun and safe event, one that is long-awaited!

As you know, September 15 to October 15, is National Hispanic Heritage Month. To commemorate the occasion, we are counting on you, the faculty, and your students and families to join us at the Festival Latino of the Berkshires this year.

Through education and entertainment, we will build a stronger bridge between all of our cultures and continue to bring our Berkshire community together. The event is free and open to the public (alcohol is prohibited).

Retaining, embracing and appreciating our differences is what founded this great country of ours. Let's keep the tradition going and celebrate together. We hope to see you there!

Sincerely,

Liliana Ortiz-Bermúdez,  
President & Founder  
[www.festivallatino.org](http://www.festivallatino.org)