



PRESS RELEASE 2025

THE FESTIVAL LATINO OF THE BERKSHIRES CELEBRATES COMMUNITY & CULTURE

Festival Latino of the Berkshires is proud once again to celebrate Hispanic Heritage month, on Saturday September 27, 2025 in downtown Great Barrington, MA. For 29 years, our festival has promoted diversity, folklore: costumes, music, dance, food. Spanish-speaking world immigrants and artists bring their distinct traditions and fantastic foods to the US for generations, creating a strong foundation for new generations of students. Religion, music, rituals, dance, food - our promotion of 22 countries through our 29 years of the festival helps to empower future generations with an understanding of the history and folklore of each country. We want to encourage our community's residents, the students of Spanish, social studies and their teachers in the Berkshires as well as nearby neighbors to participate in our celebrations.

The fun begins at 2:00pm and a variety of Latin American Dancers, Musicians and Ethnic food vendors, This year "TUMBAGA" The Colombian Dance Company of New York founded by Armando Moreno, will display the splendor of Colombian heritage and folklore through music and dance, performing in Saint James Place. Herencia Musical Mexicana a Dance Troupe, will be dancing at the Great Barrington Town Hall Green Park, as well as the beautiful "Desfile de las Americas", popular music: Pulso de Barro and their Latin Mesoamerica Folk band from Kingston, NY and Alessandra Gonzalez band, a Latin music singer and composer from New York, will perform throughout the afternoon.

Latin American cuisine vendors will provide delicious ethnic dishes including tacos, chorizos, arepas, tamales, empanadas, fritanga, chuzos, arroz con pollo or con frijoles, tostones, hornado and more! As a further way to promote education, social justice, and creativity we also welcome Casa de Artesanos INC, a non-profit organization dedicated to healing, resisting, and transforming realities through art & culture. Their tent will feature an interactive art project for children at the Festival to contribute to and enjoy.

Another interactive tent will be run by Cajónes Peruanos to demonstrate and educate participants in musical production with a variety of instruments. SíncoPaz – Raíces y Ritmos / Roots & Rhythm with Maestra Peta Robles.

A video Podcast a space for immigrant voices to share their journeys, challenges, and triumphs, will be featured as a way to connect with the community through photography and videography. Local Latino American Artists will showcase their art work their Exhibition will feature artists who represent a diverse range of identities, experiences, histories, and backgrounds through the power of their creations.

At 6pm, the Festival will continue at Indigo, a new performance space by the Mahaiwe Theatre. Mahaiwe Rumba will provide a professional DJ and dance instruction, followed by a dance party from 6 – 9 pm. We welcome donations to defray expenses of producing 2025 Festival Latino and maintaining the Festival's artistic excellence at Festival Latino of the Berkshires Inc., P.O. Box 1021, Lee, MA 01238. Organizers continue to seek businesses to become sponsors, a great way to inform the community about their services and reach Latino residents all over Western Massachusetts. Your tax-deductible gift is deeply appreciated.

The atmosphere of the Festival – warm, vibrant, and full of positive energy and wonderful educational opportunities, is why we are historically celebrated as one of the premier events of the year in Berkshire County. We can't wait to welcome you on September 27th in Great Barrington.

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