

"We Create Community Through  
People, Parks, and Programs"



Redwood City Parks, Recreation &  
Community Services Department  
1120 Roosevelt Avenue  
Redwood City, CA 94061-1499

For Immediate Release  
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Contact: Albert Romero  
Redwood City Parks,  
Recreation and  
Community Services  
650-780-7311

**Redwood City presents  
10<sup>th</sup> Annual  
Redwood City Salsa Festival  
Community Celebration**

Redwood City, CA – Redwood City is fired up for its 10th annual Salsa Festival, on Saturday, September 30th, 2017 from noon until 8pm. Salsa music, salsa dancing and salsa tasting are at the forefront, featuring three stages with a variety of music, including Salsa, Latin Jazz and Reggae. Our Salsa Tasting & Competition unites amateur and professional Salsa Chefs seeking fun, prizes and Salsa Glory, and showcases succulent salsa for festival-goers to sample and take part in the judging. Public tasting is from 12-5pm, but it's best to arrive early to be sure to try them all! Along with an array of salsa choices, local restaurants also offer their scrumptious fares throughout the day. This free festival also boasts public Tequila Tasting, FREE hands-on art projects, a Children's Play Area complete with bounce houses, and much more. Redwood City's Salsa Festival guarantees a fun-filled day of tasty salsa, great activities, music, entertainment, dancing, food, beverages, and a fine time for the entire family from noon until 8 pm. So bring your dancing shoes!

*\* Salsa Tasting end times vary from booth to booth depending on how many gallons are made.*

**Music spread throughout downtown!**

- Courthouse Square Salsa Stage
- Latin Jazz Stage
- Reggae Stage

**Competitions galore!**

- People's Choice Award
  - \$500 prize and award for 1st place

- \$350 prize for 2nd place
- \$250 prize for 3rd place
- \$250 prize and award for "Best Mild" salsa
- \$250 prize and award for "Best Hot" salsa
- \$250 prize and award for Best Decorated Booth
- Public Salsa Tasting from 12-5pm

**Fun activities for the entire family:**

- Hands-on FREE Art Projects
- Tequila Tasting
- Microbrew Tasting
- Children's Play Area

**Culture abounds in Downtown:**

- City and Community Booths
- Local food vendors offering their delicious fares

Encompassing 11 city blocks of Downtown Redwood City, the event takes place on Broadway between Middlefield and Hamilton and on the beautiful Theatre Way, all of which will be pedestrian-only. Downtown Redwood City, with its lively and active music, theater, dining, and shopping scene, is truly the heart of the city, and has grown to be the entertainment hub of the San Francisco Peninsula. Plus, Redwood City’s Caltrain station is just a short walk from Downtown and the festival. Join the community on September 30th and celebrate the culture and heart of the SF Peninsula with Redwood City’s 10th Annual Salsa Festival!

**Schedule**

*Salsa Stage*

- |                |   |
|----------------|---|
| <i>12:00pm</i> | <i>Somos El Son</i>                       |
| <i>2:00pm</i>  | <i>Julio Bravo y su Orquesta Salsabor</i> |
| <i>4:00pm</i>  | <i>Orquesta Salson</i>                    |
| <i>6:00pm</i>  | <i>Salsa Tasting Winners Announced</i>    |
| <i>6:15pm</i>  | <i>Montuno Swing</i>                      |

### *Latin Jazz Stage*

*1:00pm Curt Moore and Soul Sauce*

*3:00pm Masha Campagne and Rio Fever*

*5:00pm Brian Andres and the Afro Cuban Jazz Cartel*

### *Reggae Stage*

*12:00pm Native Elements*

*2:30pm Bayonics*

### *Jefferson Avenue*

*12:00pm – 5pm Salsa Tasting Competition - Public Tasting*

### *Hamilton Street*

*12:00pm – 6pm MicroBrew Tasting*

*12:00pm – 6pm Tequila Tasting*

### *Middlefield Road*

*12:00pm – 6pm Kid Zone*

## **Press Information**

10th Annual Redwood City Salsa Festival

Saturday, September 30 12-8pm

Courthouse Square, 2200 Broadway, Redwood City, CA

FREE Admission

More info at: <http://www.redwoodcity.org/salsafest>

## **Blurb/PSA**

Redwood City is fired up for its 10th annual Salsa Festival, on Saturday, September 30th, 2017 from noon until 8pm. Salsa music, salsa dancing and salsa tasting are at the forefront, featuring three stages with a variety of music, including Salsa, Latin Jazz and Reggae. The Salsa Tasting

& Competition unites amateur and professional Salsa Chefs seeking fun, prizes and Salsa Glory, and showcases succulent salsa for festival-goers to sample and take part in the judging.

Learn more at: [redwoodcity.org/salsafest](http://redwoodcity.org/salsafest)

### **About Downtown Redwood City**

Bringing the best of cultural and local entertainment, downtown Redwood City, with its lively and active music, theater, dining, and shopping scene, is truly the heart of the community and has become the place to bring friends and family to the San Francisco Peninsula. Plus, Redwood City's Caltrain station is just a short walk from Downtown and the festival. Be a part of the community with Redwood City's Salsa Fest and celebrate the culture and heart of the SF Peninsula.

Redwood City's Salsa Festival is proud to be supported by the following sponsors:

Redwood City Parks, Recreation and Community Services

Tasting Area Sponsor: Chavez SuperMarket

Supporting Sponsors: Boardwalk Auto Mall, Dos Equis Beer, GBA Plumbing, Provident Credit Union, Whole Foods Market

Media Sponsors: Telemundo and NBC Bay Area

Community Partners: Redwood City Parks & Arts Foundation

For more information please email [albertromero@redwoodcity.org](mailto:albertromero@redwoodcity.org) or go to <http://www.redwoodcityevents.com/salsafest.html>. Visit Redwood City's award-winning website at [www.redwoodcity.org](http://www.redwoodcity.org) for information about the City and its services, the community, recreation programs, education, City government, and local business. Subscribe to Redwood City's event newsletter by emailing [recnews@redwoodcity.org](mailto:recnews@redwoodcity.org).

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