

# “Cinco de Mayo” Festival

## CommUNITY – ComUNIDAD

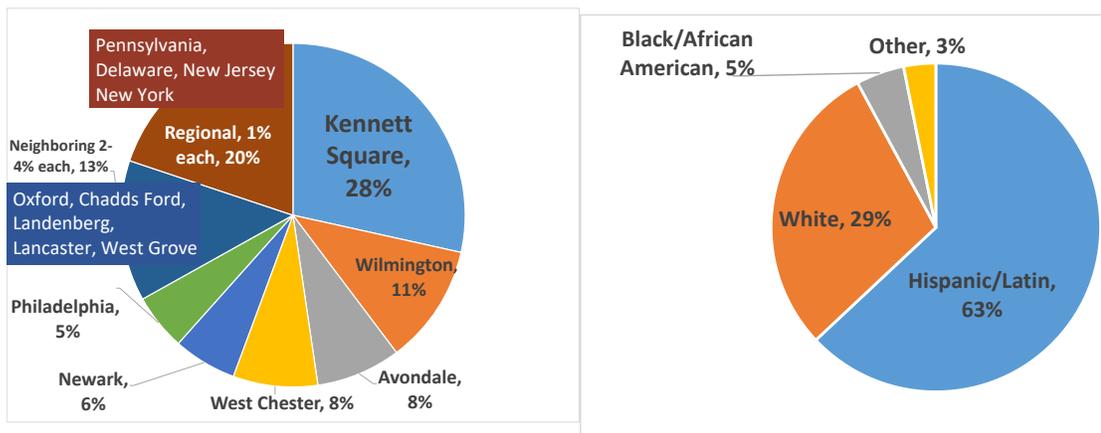
### Fact Sheet



**EVENT:** 17<sup>th</sup> Annual Cinco de Mayo Festival & 5th Annual Education Fair  
**DATE:** Sunday May 6th, 2018 11:00AM to 5:00PM. Always the First Sunday in May.  
**LOCATION:** Downtown Kennett Square, E. State St between Union and Lafayette Streets.

The Festival and Education Fair is organized by Casa Guanajuato Kennett Square, a not-for-profit corporation that is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code. The group was founded in 2003, is governed by an Executive Board and continues to grow and connect with the community, local businesses, regional authorities and organizations. The group has been supporting local high school students financially for over 10 year helping them raise funds while developing leadership and organizational skills.

**SNAPSHOT:** Multicultural Family oriented, community based Street Festival celebrating the Hispanic influence in the arts, music and cuisine while promoting Kennett Square. Attendance to the Festival is over 10,000, representing the whole region as shown below:



A community space for diverse financial, and health regional organizations. Arts and Crafts, Music, folkloric dances and lots of fun in a family oriented Street Festival. 65% of the attendants come with their families and another 20% in groups of friends. Demographics of participants are varied with 33% in the 21-35 age bracket, 33% in the 36-55 age bracket, 13% in the 13-21 yrs old group and 12% over 56 yrs old.

Close to 40% of the attendants find out about our Festival through friends, so it’s official: we are **Highly Recommended**. 40% heard about it on TV/**Univision**, the Region’s most important Spanish TV network. The rest heard about it through social media, newspaper or radio.

#### KEY COMPONENTS:

- Food showcasing Mexican and Hispanic regional specialties with 15 restaurants, great Mexican food.
- Stage with non-stop live program from 11:30 AM to 4:30PM: Music, Folkloric Dancing, community forum, fun.
- Education Fair with over 10 regional colleges and university representatives present.
- 80 vendors with a diverse offering of Arts & Crafts, unique merchandise, clothing.
- 30 non-profit organizations providing on the spot services and handing out information
- Kid’s corner with hands on craft making and various activities.
- Art Corner with local artists showcasing their work.
- Outstanding organization, parking options, safe and secure Family atmosphere. Alcohol free.