



**Puerto Rican Festival, Inc.
Festival Puertorriqueño, Inc.**

130 N. Winton Rd. PO Box 10098 Rochester, NY 14610
www.prfestival.com

FOR IMMEDIATE RELEASE

CONTACT: Orlando Ortiz, President
Email: president@prfestival.com
Phone: 585-234-7660

Rochester, NY / May 4, 2010 – The Puerto Rican Festival of Rochester officially announces the festival dates and entertainment lineup for the 41st Annual Puerto Rican Festival. Join us for three days of live music, food, cultural events, and many more.

Theme: Celebrating Our Generations
Dates: July 30th – August 1st, 2010
Location: Frontier Field VIP Lot

This year marks the festival's 41st anniversary and as the longest running ethnic festival in Monroe County, the Puerto Rican Festival board is very proud of the history and legacy this festival has in Rochester, NY. Understanding this milestone, the Puerto Rican Festival board of directors is proud to announce the following entertainment lineup:

Friday July 30th – Angel y Khriz & Carlos y Alejandra
Saturday July 31st – Johnny O, Cynthia, & Rey Ruiz
Sunday August 1st – Plena Libre & Victor Manuelle

In addition to the aforementioned, we will have many local bands, dance groups, youth boxing, domino tournament, youth performances, children activities, agency fair, amazing food, and introduction of our Miss Puerto Rico of Rochester cultural pageant 2010 Queen and Princess.

Festival hours are as follows:

Friday: 12:00 PM – 11:00 PM (Paid Admission at 2:00 PM)
Saturday: 12:00 PM – 11:00 PM (Paid Admission at 2:00 PM)
Sunday: 12:00 PM – 10:00 PM (Paid Admission at 2:00 PM)

Admission: 3-Day Passes: \$20.00, Regular Admission: \$9.00 each day, seniors and children: \$5.00, Children 5 and under are free. **Note: Kids 17 and under must be accompanied by an adult.**

About the Puerto Rican Festival:

The Puerto Rican Festival was formulated in 1969 for the express purpose of celebrating and recognizing the culture of Puerto Ricans. Puerto Ricans continue to be one of the largest growing Hispanic populations in New York State. This growth now makes Monroe County and the City of Rochester home to the second largest population of Hispanics in New York State.

The Puerto Rican Festival Incorporated sponsors a variety of events, which serve to share and celebrate Puerto Rican culture. The largest event is the Puerto Rican Festival, the longest running cultural festival in the County of Monroe. The festival is an annual three-day event, which averages a daily attendance of 7,000 people of all cultures and ethnic backgrounds.

Please visit our website **www.prfestival.com** for more up to date information about the festival.