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*******PRESS RELEASE*******

For Immediate Release --- Kill Date: October 17, , 2011

What: Viva! Greenfield Music & Art Festival Series

Free Community Celebration of the Latin Arts & Culture in conjunction with the Greenfield Sunday's Market. Music, Art, Food and Farmers Market!

When: Sunday, September 11, 18, & 25, 2011

Where: Creekbridge Kiosk at Village Green Park (98 South El Camino Real, Greenfield)

Time: 10:00AM to 3:00PM

Event Description: Greenfield's Every People's Park plays host to the Viva! Greenfield Music & Art Festival, a free music festival series on the three last Sundays in September that will showcase local and regional talent in the various Latin music genres with something for everyone! Joining us will be musical groups, La Sangre Chicana, Song by 7 & La Calle Show and dance troops, Fiesta Mexicana, Aguila Real, Jarabe Tapatio & Azomali. Musical styles include: Tropical, Oldies, Tex-Mex, Banda, Spanish pop and more. There will also be an exhibition of arts and crafts, and a market with food booths and more.

Greenfield Harvest Festival: Sunday, October 16, 2011, Downtown Greenfield, 11:00-5:00PM

Event Description: Downtown Greenfield plays host to the Greenfield Harvest Festival, on Sunday, Oct. 16, 2011, part of Viva! Greenfield Music & Art Festival, a free music festival that will showcase on four stages, local, regional and national talent in the various Latin music genres that include salsa, reggaeton, banda, mariachi, norteña, Spanish pop and more! For a full list of acts performing, check out Viva! Greenfield Music & Art Festival schedule at www.firstnightmonterey.org. Bring your lawn chairs and spend the day listening to great Latin music, eating the best of local cuisine, dancing the day away and visiting all of the art shows and participate in making art at the interactive art booths!

This event is produced by First Night Monterey as part of the ArtWorks! Project, an outreach program of FNM. The event is sponsored in part by: The James Irvine Foundation, Harden Foundation, Arts Council for Monterey County, Greenfield Chamber of Commerce and the City of Greenfield.

Mission Statement: To reveal and celebrate diversity through the First Night Monterey celebration and the First Night ArtWorks! program, using art as a catalyst to unify the community through creativity, imagination and participation.

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