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FOR IMMEDIATE RELEASE

Soaring Popularity of Hispanic Music Festival Leads to Significant Step

With attendance rising at the major annual Hispanic music festival in Virginia Beach, organizers have moved the two-day show onto the sand at the Oceanfront. They say the new location for Hardee's Latin Fest, presented by La Selecta WVXX Radio and Beach Events, reflects the surging popularity of Latino culture and the increasing Hispanic population in Hampton Roads. The event takes place on the beach at 24th Street on June 10 and 11. Activities include a range of Latino music performances and an effort to enter the Guinness World Book of Records for the globe's largest zumba dance exhibit. Admission to all activities is free.

Last year, about 7,500 people attended the festival, which was held at the 24th Street Park. With even greater attendance expected this year, organizers realized they needed more room.

"Locating the festival on the sand ensures there will be plenty of space for everyone to enjoy themselves," said Andy Hindlin, president of Hindlin Broadcasting, owner and operator of La Selecta WVXX. "And of course, there's no better place to be during the summer season than on the sand in Virginia Beach. We're proud that Hardee's Latin Fest is now in the company of the city's

other premier festivals, such as the Verizon Wireless Music Festival, that take place on the beach itself.”

Growth of Hardee’s Latin Fest reflects the increasing scope of the Hispanic community in Hampton Roads, Hindlin said.

“The Hispanic population in Hampton Roads has nearly doubled since the first Latin Fest took place a decade ago. We’re also seeing steadily rising interest by non-Hispanics in Latino music and culture.”

Musical performances begin on the beach at 24th street at 5:15 p.m. June 10 and again at 12:45 p.m. on June 11. The effort to set the Zumba dance exhibit record takes place 8:30 a.m. – 12 p.m. in 24th Street Park.

The complete schedule for Hardee’s Latin Fest is available at www.Selecta1050.com.

La Selecta 1050 WVXX broadcasts at 1050 AM, covering southeastern Virginia, the Eastern Shore, and northeastern North Carolina, and it streams live at www.selecta1050.com. On the air for seven years, its format is contemporary Spanish and Latino music, along with news and informational programming. Its studios are located in downtown Norfolk.

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