



# PILSEN NEIGHBORS COMMUNITY COUNCIL

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## **PNCC Unveils New Fiesta del Sol Logo**

*Gearing up to Celebrate 40 Years of Fiesta del Sol in 2012*

CHICAGO, IL.—Pilsen Neighbors Community Council (PNCC) unveiled Fiesta del Sol's new logo, on Tuesday May 24, 2011, as part of a rebranding initiative to celebrate forty years in 2012.

**What:** Fiesta del Sol Logo Unveiling Reception

**When:** Tuesday, May 24, 2011 from 6pm-9pm

**Where:** Efebinas Café - 1640 South Blue Island Avenue - Chicago, IL 60608

We believe this new visual identity beautifully reflects Fiesta del Sol as a symbol of tradition, culture, and community organizing. In addition, this year's theme: "*Inspired by the past, working for the future,*" successfully evokes our work in the past, and excitement and hope of what is to come.

Fiesta del Sol began as a celebration for the construction of Benito Juarez Leadership Academy—after a brave group of parents fought to create a school in the Pilsen community so that their children would not cross gang lines that threatened their safety. After their victory, Parents organized a one-block street fest to celebrate. Today, Fiesta del Sol has become the Largest Latino, family friendly, tobacco and alcohol free Festival in the Midwest, bringing over 1 million people each year.

Teresa Fraga, one of the parents who helped build Benito Juarez, and who is also a board member at PNCC says, "Fiesta del Sol is a testament to the organizing work of PNCC. Its name encompasses the Mexican culture, its history and the pride that has brought millions together. It truly represents the history of a community that has preserved its culture, tradition and embraces new ideas. "

**We would like to thank our Fiesta del Sol Logo Unveiling Reception event sponsors: Lawndale News and Efebinas Café. Thanks to all who attended and supported us!**

*The 39<sup>th</sup> Annual Fiesta del Sol is scheduled for: July 28-31, 2011*

**About Fiesta del Sol:** Fiesta del Sol is an annual fundraising event organized by Pilsen Neighbors Community Council. We are the largest Latino, family friendly, tobacco and alcohol free festival in the Midwest drawing over 1 million people during its four days. At Fiesta del Sol, people enjoy live entertainment, local art, great food, carnival rides, civic engagement, educational resources, a children's area and more. Fiesta del Sol is organized by over 200 volunteers and 6 staff members. Admission is FREE. Visit: [www.fiestadelsol.org](http://www.fiestadelsol.org)

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