



## **MEDIA ADVISORY**

Contact: Samantha Desmond  
Carbonara Group  
c: 973-903-8300/ o: 713-524-8170  
[samantha@carbonaragroup.com](mailto:samantha@carbonaragroup.com)

### **Houston's Northside to Honor History, Culture at 6<sup>th</sup> Annual Sabor Del Northside Festival** *Residents Prepare to Descend on Castillo Park for Free Public Celebration*

- WHAT:** The annual Sabor Del Northside Festival is a free public celebration for the whole family that brings together Houston's Northside community to honor the neighborhood's vibrant history and culture.
- New to this year's celebration and sponsorship is *Bubblefest*, an annual children's festival previously held in the Heights. *Bubblefest* is produced by the Vineyard Church of Houston and features all things bubbles including huge foaming bubble pits, crafts and games. Additional attractions for the Saturday afternoon festival at Castillo Park include live music and dance performances, a children's area, arts and crafts activities, a vendor fair, student art show and salsa tasting contest.
- WHO:** Sabor Del Northside is a resident-led festival organized with support from Avenue as part of the ongoing effort to preserve the heritage and culture of Houston neighborhoods and contribute to the quality of life. Working in Houston's inner-loop for over 25 years, Avenue is dedicated to community preservation and revitalization, creating affordable housing opportunities and inspiring leadership from within local neighborhoods. The organization's mission is to improve the quality of life for local families and promote the rich history, culture and diversity of Houston's neighborhoods.
- The Near Northside has been designated as a LISC Great Opportunity (GO) Neighborhood that works to build healthy and sustainable communities.
- WHEN:** Saturday, April 1, 2017  
11:00 a.m. through 4:00 p.m.
- WHERE:** Castillo Park - 1100 Quitman St.  
The Near Northside neighborhood is located north of downtown between I-45 and 59
- FEATURING:** Alex Garibay and the Tejano Knights, Ballet Folklorico Azteca, Northside High School Jazz Band, mariachis, live art, salsa tasting contest and more
- VISUALS:** Live cultural music and dance performances; Bubblefest, activities, spokespersons available for interviews in both English and Spanish

#### **About Avenue**

Avenue's mission is to build affordable homes and strengthen communities. The organization enhances the quality of life of working families and works to promote Houston's future as a world-class city of healthy, vibrant and economically diverse neighborhoods. Avenue develops homes for purchase and rent as well as provides homebuyer education and counseling to help working families buy and maintain their

own homes. They promote economic development and offer supportive services such as computer labs, after-school programs, and nutrition, fitness, and financial literacy classes that enrich the lives of the individuals and families they serve. Avenue is a member of the nationwide NeighborWorks® Network of more than 245 community development organizations working in nearly 4,358 urban, suburban and rural communities across America. Connect with Avenue on Facebook: <http://bit.ly/FBAvenueCDC> and Twitter: <https://twitter.com/AvenueCDC>.