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***CONSUL OF MEXICO TO PERFORM EL GRITO***  
**UMOS MEXICAN INDEPENDENCE PARADE/FESTIVAL**  
***September 11, 2016***

For the first time in the 45-year history on the UMOs Mexican Independence Day Parade and Festival, a high ranking official from Mexico will perform El Grito. Julian Adem Diaz De Leon, Consul of Mexico in Milwaukee, will perform El Grito during the civic ceremony starting at 12:30 p.m. on Sunday.

Decades of political unrest preceded Miguel Hidalgo's cry of Dolores in 1810. Yet, throughout the years, El Grito de Dolores has persevered. Every year the grito is shouted honoring the country's bloody struggle for independence from Spain. "We are deeply honored that the Consul of Mexico-Milwaukee will authenticate our ceremony with his performance of El Grito," says Lupe Martinez, President/CEO, UMOs.

A moment of silence will also be given to honor those that lost their lives on September 11, 2001 in the twin towers at the world trade center, the pentagon and on the hijacked United Airlines flight. "September 16 and September 11 remind us that the cost of freedom is not free, where the ultimate price was paid," said Martinez.

The UMOs Mexican Independence Parade and Festival is the largest celebration in the state.

**FESTIVAL: Noon to 8 p.m. (2701 South Chase Ave.)**--other performances will include 5 bands; Grupo Dos Banderas, Grupo Las Compas Del Terre, Cruzada Norte, DJ Fantazma and Los Creadores Norteno Rancho; as well as dancers, EmEMagic-Magician, at the expanded children's area, food and merchandise vendors, beer and beverages, and community resource booths.

**PARADE:** Starts at 10:00 a.m. at 20<sup>th</sup> and Oklahoma, proceeds east on Oklahoma to 6<sup>th</sup> Street, to right on Rosedale and ends at UMOS on Chase Avenue. There will be over 60 parade units, including well known characters like Minnie and Mickey Mouse, The Brewers' Sausages, Roscoe from the Milwaukee Admirals, Sponge Bob, the Paw Patrol and Chillindrina and Chavo del Ocho; high school bands, community and corporate floats, dancers and a truck load of fun. This year's parade theme is "Celebrating Cultures, Colors and Communities."

The UMOS Brides Walk against domestic violence will also take part in the parade. The goal of the Brides Walk is to raise awareness, show solidarity and honor the victims and survivors of domestic violence, sexual assault and dating violence.

For more information of the UMOS Mexican Independence Parade and Festival call 414-389-6002.

*UMOS is a non-profit, advocacy organization that provides programs and services which improve the employment, educational, health and housing opportunities of under-served populations*