

## **FOR IMMEDIATE RELEASE**

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### ***CONSUL OF MEXICO TO PERFORM EL GRITO*** **UMOS MEXICAN INDEPENDENCE PARADE/FESTIVAL** ***September 16, 2018***

The UMOs Mexican Independence Day Parade and Festival is the largest celebration of this day in the state. This marks the 47<sup>th</sup> year of the UMOs event in Milwaukee.

The celebration is held to commemorate the decades of political unrest that took place in Mexico, proceeding Miguel Hidalgo's cry of Delores in 1810. Every year the "Grito" has been performed honoring the country's bloody struggle for independence from Spain. "We are deeply honored that the Consul of Mexico-Milwaukee, Julian Adem Diaz de Leon, will authenticate our ceremony with his performance of El Grito," says Lupe Martinez, President/CEO, UMOs. El Grito de Delores will be performed at 12:30 p.m.

**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. Over 80 parade units are expected to participate in the parade, including high school bands, community and corporate floats, dancers and a truck load of fun. This year's parade theme is "**From the Scream to Victory.**"

**FESTIVAL-Noon to 8 p.m. (UMOS Center-2701 South Chase Ave.):** Music performances by Manuel Gaona, Salsabrocita, Banda Nueva Jaliciense, Francisco El Vaquerillo, El Mexicano La Voz Ranchera, Octavio Martinez, and Rey Y Sus Diamantes, as well as carnival rides and children's area, festive food vendors, merchandise vendors, beer and beverages, and community resource booths and carnival rides for the kids. Free Family Fun! For more information on 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.*