

## Historic Filipinotown Festival 2012

### MEDIA CONTACTS:

Dr. Leo Pandac – leopandac@gmail.com

Cecile Ramos – cecramos@aol.com

Ted Benito – paelive@tdrz.net

“A Decade of Pride and Empowerment”

Celebrating the Tenth Anniversary of Historic Filipinotown

(Los Angeles, CA. – July 2012) –The Historic Filipinotown Neighborhood Council (HIFINC) and collaborating organizations will mark the 10th anniversary of the Historic Filipinotown District with the annual 5K run and day-long festival on Saturday, August 4. The Historic Filipinotown District was officially declared as one of the Preserve America Communities by the White House and the U.S. Department of the Interior earlier this year.

As a Preserve America Community, the Historic Filipinotown District will be developed into a tourist and destination. It will also promote the preservation of the architecture within the area and promote the arts and culture of the residents of the district.

This year, HIFINC and the Festival organizers will be presenting the first ever “Bayanihan Spirit Award” to all of the Filipino-American newscasters and anchors who have elevated the profile of Filipinos and the Filipino-American community in Los Angeles. This first ever gathering of the anchors – Cher Calvin (KTLA), Denise Dador (ABC7), Bob de Castro (KTTV- Fox), Elita Loresca (NBC4), Jean Martinez (KTTV- Fox), Maria Quiban (KTTV-Fox) and Janelle So (LA18) – will be presided by State Senator Kevin de Leon who will present official certificates and plaques.

The 5K run, which begins early that day, will be presided by Grand Marshall Steve Angeles, the ABS-CBN news correspondent and reporter who has covered many Filipino events in Los Angeles for “Balitang America”, a news program of The Filipino Channel (TFC).

Community partners (partial list) of the run and festival are the Los Angeles Police Department, Rampart Division; Search to Involve Pilipino Americans (SIPA), Pilipino American Network and Advocacy (PANA), Historic Filipinotown Chamber of Commerce, Pacific Asian Program (PAADP), Rotary Club of Historic Filipinotown, Burlington, and A Runners Circle. The race's primary sponsors are the Council Office of Los Angeles Council President Eric Garcetti and the Silver Lake Center. Proceeds of the event will benefit youth of LAPD and other community partners.

Slated to emcee the day-long festival are actor-director-comedian Bernardo Bernardo, actor-comedian Joseph Gelito and community leader Joe Arciaga, with others to be announced. The Festival will include performances by local talents including Classic Harmony, Vangie Crowther, Retz Gajardo, 10-year old Sam Santiago, arnis/eskrima demonstrations, Elvis Sanchez Presley, hip hop dance crews as well as food, arts & crafts, a bus tour of Historic Filipinotown and a free fair.

A highlight of the day will feature the unveiling of the Historic Filipinotown gateway. Proposals were solicited from community artists for a design that captures the importance and culture of Historic Filipinotown that will serve as a landmark for the district.

This year's theme, “A Decade of Pride and Empowerment”, calls for the support and involvement of the community to celebrate the declaration of Historic Filipinotown after several years of advocacy. For more information, including registration for the 5K run and sponsorships, please visit [www.historicfilipinotown.org](http://www.historicfilipinotown.org)