



# PRESS RELEASE

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*For Immediate Release*

## **State Farm Insurance Presents the 6<sup>th</sup> Anniversary of the Conga Caliente Festival**

Tampa, FL (September 2, 2009) – State Farm Insurance is proud to support the local Hispanic community in Tampa Bay through their presence at the 6th anniversary of the Conga Caliente Festival at Al Lopez Park on November 1, 2009 at Al Lopez Park.

“State Farm Insurance is proud to cosponsor Conga Caliente, one of the most popular Hispanic events in the Tampa Bay area,” stated Jennifer Magann, Marketing Analyst at State Farm Insurance. Maritza Astorquiza, producer of Conga Caliente, welcomes State Farm, the new presenting sponsor, and notes how several national and regional corporations continue to recognize the significance of having a presence at the premiere Hispanic event in Tampa, such as Bank of America, Humana, and Blue Cross Blue Shield of Florida, and others.

Conga Caliente is a celebration of the diverse Hispanic representation in the community and attracts 35 to 40 thousand attendees annually. The festival will continue to offer free admission and free parking as well as a full day of musical excitement, family activities, child-friendly entertainment, the health village, an art village, educational exhibits and the ever popular domino tournament and cigar area.

This year, Conga Caliente is thrilled to present artist Maggie Carles a native of Cuba, who has won 17 first place medals in Spain, Russia, Poland, and France. She sings in 11 different languages. She has sung numerous times with the great tenor Placido Domingo and recorded a couple of Duets with him for one of his CDs. Carles is a true treasure and treat for anyone who enjoys a quality vocalist. [www.maggiocarles.com](http://www.maggiocarles.com)

The ever-popular artist, Rey Ruiz, who has reached international fame across Latin America, Europe and is a favorite in the Salsa world in the US will also perform. Rey who is strongly supported and respected by Hispanics music fans of all backgrounds, will join the Tampa Bay Community and share his new single “Si tu te vas”. [www.reyruiz.com](http://www.reyruiz.com)



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Also, heating up the stage is double platinum recording artist, Tito Rojas, who's been awarded Puerto Rico's Best Salsa Artist after releasing his hit "Por Derecho Propio." Rojas has also been distinguished by the New York's Journalist Association ACE. Returning performers are Colombian folk singers Raton y Chocolate. They are back this year by popular demand after last year's performance which had the community laughing and rejoicing. Raton y Chocolate enjoy a highly rated daily radio program in Miami and are an internationally recognized duo.

Additionally, Conga Caliente offers many giveaways and prizes the visitors can sign up to win. Magann is thrilled with the giveaway at the State Farm Insurance location this year. She wants to "be sure visitors register to win a laptop by coming to the State Farm booth!"

For more information on how to connect with the Hispanic community by becoming a sponsor of Conga Caliente, contact us at 786.393.8955 or at [info@madhousefl.com](mailto:info@madhousefl.com) or at 813.478.2534 or [maritza@codasoundusa.com](mailto:maritza@codasoundusa.com).

The Conga Caliente Festival is a signature event, wholly produced by Coda Sound, Inc.

### **About the agency**

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. MAD House, Inc. is based in Tampa, Florida and also offers printing and promotional items. For more information, visit [www.madhousefl.com](http://www.madhousefl.com).