



CITY OF BALDWIN PARK

Department of Recreation & Community Services

4100 Baldwin Park Blvd. · Baldwin Park, CA 91706 · (626) 813-5245, Ext. 317 · Fax: (626) 814-2998

FOR IMMEDIATE RELEASE

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Contact: Maria Moreno, operations supervisor
(626) 813-5245, Ext. 316
mmoreno@baldwinpark.com

Baldwin Park Downtown Street Market on Maine Avenue *Debuts season with double quality entertainment and variety of street vendors*

BALDWIN PARK, Calif. (June 7, 2018) – Opening night for the Baldwin Park Downtown Street Market on August 9th was a huge hit among visitors, with an extended entertainment lineup featuring not one but two live entertainment shows. The Sonora Dinamita ft. Vilma Diaz, recognized across the U.S. and Latin America for their cumbia sounds headlined the opening night festivities that attracted over 2,000 guests. On the north stage, the tribute band to Mana, Corazon de Mana attracted a rock en espanol crowd that kept all dancing and singing to their favorite songs.

The weekly outdoor event located on Maine Avenue (between Ramona Boulevard and Clark Street) through September 13 will be held every Thursday from 5 p.m. to 9 p.m. at Morgan. Both attendance and parking are free.

This week's band is the Sounds of the Supremes, the Motown style band that provides an "incomparable energy packed show featuring more than 20 hit songs in a non-stop bravura performance of immense vitality", according to Kaaren Ragland. The show recreates perfectly the frenetic style and sound of the original Supreme lineup.

On the north stage the spanish group, Banda el Coronel brings a live mexican musical performance that makes reference to a synthesis of traditional dance rhythms that have been imaginatively transformed by the use of a dance and hyperactive performance.

In addition to top entertainment, the Downtown Street Market will offer traditional fare from local produce farmers, free inflatable jumpers for children, and artisan and commercial vendors. Associates from various eateries, including several Baldwin Park businesses, will offer

an array of cuisines. In addition, Via Mar Restaurant will provide a beer garden for adults age 21 and over, organizers noted.

“Our goal of the downtown street market is to unite the business community along with the private groups, for an opportunity to put a high quality event in our downtown area for residents and families to enjoy during the summer months. The variety of vendors, food and entertainment is designed to please everyone in attendance,” said Maria Moreno, operations supervisor with the Department of Recreation and Community Services.

Along with promoting community comradery, Baldwin Park’s Downtown Street Market complements the city’s efforts to activate public spaces into vibrant and active local destinations. healthy living campaign, an ongoing effort to promote health-conscious activity and habits for all residents.

“This allows an opportunity for the community to have access to fresh fruits and veggies,” said Manuel Carrillo, director of the recreation department. “It also recreates a public space into a family event destination.”

We invite you to come out on a weekly basis and save the date for the grand finale, featuring a one-night Fiesta Mexicana themed event that is on tap for Thursday, September 13 with a latin infused performance featuring Mariachi Arriba Guadalajara with impersonators Paquito as Paquita and Grace as Jenny, sponsored by Guadalajara Grill. In addition, the Los Angeles County Arts Commission awarded the event with a Free Concerts in Public Spaces grant that will sponsor the presentation by the Grammy-Award Winners, Mariachi Divas. The cultural themed night displays our commitment to the arts and culture and aligns with the mission of the LA Arts Commission that aims to provide residents with access to high quality programming that represents the diversity of County residents.

“We wanted to bring in something that is representative of our community,” she added. “I think it’ll be fun; it’s something new to experience.”

A slew of local businesses and organizations have collaborated with the city to sponsor the Downtown Street Market. Included are: Blue California; Care 1st Healthy Plan; California Sea Food Pub, Jungle Dental, Guadalajara Grill Restaurant, Los Angeles Arts Commission, Premiere Career Colleges, Lakeside Financial, T-Mobile, Alignment Healthcare, La Cocinita, Party 360, Via Mar Restaurant, Tony’s Donut House, Papa John’s Pizza; The Sauce; El Jacal Restaurant; Caustucci Foundation; Park Plaza; JB Eyebrow Threading and Beauty; Central City Community Health

Center; Farmers Insurance Deviana Agency, Chicas Graphic Design, Kaiser Permanente and the Upper San Gabriel Valley Water District.

“Our community deserves an event like this, and the success of the Street Market speaks volumes of how well both the businesses and the community have embraced it,” Moreno said.

An estimated 100 vendors are expected weekly at this year’s outdoor market. Local business and organizations are invited to participate, with priority registration rates available to Baldwin Park groups, officials said. To reserve a booth for the Baldwin Park Street Market, call Moreno at (626) 813-5245, Ext. 316, or e-mail her at mmoreno@baldwinpark.com.

About Baldwin Park

The City of Baldwin Park’s Department of Recreation and Community Services provides year-round recreation activities and community services to residents of Baldwin Park and surrounding communities. For more information, contact the Department of Recreation and Community Services at (626) 813-5245.

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