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**FOR IMMEDIATE RELEASE:**

September 12, 2010

## ***Hannaford Hispanic Heritage Celebration to Invigorate Empire State Plaza***

### ***Final installment of "Summer at the Plaza" concert series to be held on September 18***

ALBANY, NY – New York State Office of General Services (OGS) Commissioner, John C. Egan today announced that the sounds of Latin rhythm and dance will resonate from Empire State Plaza as Capital Region residents honor Hispanic culture and history at the annual Hannaford Hispanic Heritage Celebration on Saturday, September 18 from 3:00 to 8:00 p.m.

Presented by the New York State Office of General Services and held during National Hispanic Heritage Month, the celebration will fill the Plaza with an array of Latino food, cultural festivities and dynamic live music. Admission is free.

"We are very pleased that Hannaford has agreed to sponsor this wonderful family-friendly event again this year," Commissioner Egan said. "We encourage people from all over the capitol region to come down to the Empire State Plaza to enjoy the excellent music, cultural exhibitions and cuisine."

"Hannaford is proud to once again partner with the New York State Office of General Services to make possible this tremendous celebration of Latino culture and heritage," said Hannaford Albany District Manager Mike Merrow. "The Hannaford Hispanic Heritage Celebration allows the Capital Region to honor National Hispanic Heritage Month with an energetic outdoor festival designed to highlight the traditions of the Hispanic community."

The fourth annual Capital Region Latino Parade will kick off the Hannaford Hispanic Heritage Celebration when it winds its way into Empire State Plaza. The parade route commences in Washington Park at 2:00 p.m. Parade participants are encouraged to continue their celebration of cultural pride at the Plaza throughout the afternoon.

Among the featured bands is the urban bachata sensation and multi-platinum duo XTREME, known for their fusion of the Dominican Republic's traditional bachata dance beats with modern R&B and urban sounds. Other musical acts on the Plaza stage will include Chichi de la bachata y meregue; "La Salsa Caliente" sensation Toby Riviera; and Reggaeton from Victor "el Toro" Tolentino.

Traditional Latino food vendors and family-friendly activities will be available throughout the Plaza grounds. Cultural items and merchandise will also be on display for purchase.

The Hannaford Hispanic Heritage Celebration coincides with National Hispanic Heritage Month, which begins on September 15, the anniversary of independence for five Latin American nations – Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.

The Hannaford Hispanic Heritage Festival is the culmination of the 2010 “Summer at the Plaza” concert series, a summer-long series of concerts, events, and entertainment presented by the New York State Office of General Services.

For more information about the Hannaford Hispanic Heritage Celebration, please visit [www.empirestateplaza.org](http://www.empirestateplaza.org).

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