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Media

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Unitus' El Festival de Mariachi to Become an Annual Event

Inaugural event draws more than 2,500 attendees to celebrate Hispanic and Latino heritage and culture

Portland, Ore., September 29, 2022 — “Otra! Otra!” That’s what many guests in attendance cheered for at the conclusion of the first-ever El Festival de Mariachi event presented by Unitus Community Credit Union at Ron Tonkin Field in Hillsboro last Sunday, September 25. The free, public event aimed to recognize and celebrate Hispanic culture.

"We could not be more thrilled with the success of our first ever El Festival de Mariachi," said Steven Stapp, President and CEO at Unitus Community Credit Union. "We are overwhelmed at the support and appreciation for the event from the musicians, attendees, vendors, and community partners. People I spoke with were grateful that Unitus recognized the Hispanic Community and its culture, and that we created a safe space for celebration. They recognized our efforts to help unite our community and celebrate the diversity within it. It's just one of the reasons we say, 'there is more that unites us.'"

The event drew more than 2,500 guests who came from all over the state to celebrate Hispanic culture with food, drinks, entertainment, and local vendors selling authentic cultural attire, accessories, décor, and much more.

Unitus raffled off free gifts to attendees, including prizes from local Hispanic artisans and vendors. Kids learned new techniques with artists from IDEAL PDX. Performances from Mariachi Portland, Ballet Folklórico México En La Piel, Mariachi México En La Piel, and Oregon High School mariachi bands from Hillsboro, Glencoe, and Forest Grove had guests out of their seats as they danced with one another into the evening.

To help close out the event, a performance from special guest Gemanereida, and her

captivating voice, left guests wanting more as they shouted from their seats “Otra! Otra!” or in English “Another, Another!”

If you missed the culturally vibrant and exciting family-oriented event, there is good news. Unitus announced that El Festival de Mariachi will now be an annual event, with 2023 promising to be even bigger and better!

About Unitus Community Credit Union

At Unitus, we’re dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 107,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.

View Photos From The Event: <https://flic.kr/s/aHBqjA8GDa>.

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