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FOR IMMEDIATE RELEASE

3rd Annual Cuban Sandwich Festival announces Above Promotions Company as Agency of Choice: Official Digital Marketing Agency!

Florida - The biggest names in Florida's communities re-unite and join efforts in celebration of Florida's Rich Cultural Food and History! An exciting **FREE COMMUNITY** event the "Cuban Sandwich Festival" celebrates the richness of Florida's cultural communities! The Cuban Sandwich Festival is an exciting festival and contest to find **THE BEST** Traditional and non-Traditional Cuban Sandwiches in Florida and beyond!

In 2014, the Cuban Sandwich Festival is now a National Festival! In preparation of our biggest crowd so far, Latin Times Media, Inc., is excited to announce that Above Promotions Company is now the official digital marketing agency of record for the 3rd Annual National Cuban Sandwich Festival. Founded in 2012, the Annual Cuban Sandwich Festival has been a welcomed event to the state since its inception. The mixture of food, the arts and live music has drawn thousands from all over to attend. Its biggest draw is the Cuban Sandwich Competition. Restaurants and chefs have the opportunity to showcase their best version of the sandwich for a chance to win four coveted titles this year.

Day 1 Starts at @ Ybor City Saturday Market, Centennial Park in Historic Ybor City @ 1800 E. 8th Street, Saturday March 22nd 2014; 10:30AM–6:30 PM;

Day 2 of Cuban Sandwich Festival Sunday, March 23rd, 2014 @ HCC – Ybor
Day 2 of the Cuban Sandwich Festival will feature the Cuban Sandwich Awards and the World's Biggest Cuban Sandwich Event! 11:00 AM – 5:00 PM

"To be a part of an event which is a huge part of the food culture we've grown up in is exciting for us," said Ramon Grimsley, Promotions and Technology Manager.

"In taking the festival national, we knew we would need an agency who could be creative, understand the food culture and have the right tools to spread the word", states Jolie Gonzalez-Padilla, CEO of Latin Times Media and Co-Founder of the Cuban Sandwich Festival.

Above Promotions Company, a digital publicity and marketing agency located in Tampa, FL, is no stranger to helping to grow attendees for various types of events.

Grimsley states, "We're supporters of Latin Times Media and the Latin community. Besides, growing up in Tampa, home of the Best Cuban Sandwich, it's easy to share the message of love for this iconic food staple. Taking on this project just made sense for our business."

Above Promotions Company will be responsible for all initiatives regarding creative for online social media leading up to and during the festival.

"We are excited and look forward to great things through this partnership," Gonzalez-Padilla said.

About the National Cuban Sandwich Festival:

The National Cuban Sandwich Festival is an exciting free annual family and community event created to celebrate the richness of our nation's cultural communities which began in 2012. The festival's highlight is the restaurant competition with entrants from across the U.S. looking for the chance to be given the bragging rights of the BEST Cuban Sandwich in 2014 by notable VIP and celebrity judges as well as attendees and fans from all over the country. Over 30,000 people have attended the festival thus far which features over 75 food, art, social and business exhibitors. For more information visit:

<http://www.TheCubanSandwichFestival.com>

About Above Promotions Company:

Above Promotions is a full service digital publicity, marketing and promotions company, founded with the purpose to serve an array of clients that are looking to expand their presence in the marketplace. From a local to international market, Above Promotions Company uses innovative

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