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FOR IMMEDIATE RELEASE

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4th Annual Cuban Sandwich Festival Announces Above Promotions Company as Agency of Choice: Official Digital Marketing Agency!

Florida – **The 4th Annual National Cuban Sandwich Festival** will now be a weekend filled event! The event is scheduled to take place on the weekend of: Friday, March 20th Thru Sunday, March 22nd, 2015 in Historic Ybor City, Florida! In celebration of the Annual National Cuban Sandwich Festival, a time when some of the biggest names in Florida and VIP's from around the nation re-unite and join efforts in celebration of the Cuban Sandwiches Rich Culinary and Cultural History! An exciting FREE COMMUNITY event the Cuban Sandwich Festival is an exciting festival and contest to find THE BEST Traditional and non-Traditional Cuban Sandwiches in the Nation!

Enjoy LIVE cultural music on Stage featuring LIVE Music and Dance Performances: Plus dance and EXCITING LIVE musical performances: A true cultural festival featuring over 100 Food, Art & Cultural Exhibitors!

Weekend Schedule!

Friday, March 20th is Day 1 which kicks off the Cuban Sandwich Festival Weekend with a VIP/Opening Night Reception! Location TBA.

Saturday, March 21st is Day 2 of the Cuban Sandwich Festival @ HCC – Ybor Campus

Join us as we make the BIGGEST/Longest Cuban Sandwich in the world with this years' goal being 105 Feet! 11:00 AM – 5:00 PM

Sunday, March 22nd is Day 3: THE BIG SMACKDOWN DAY @ Centennial Park in Historic Ybor City @ 1800 E. 8th Street, Ybor City (Tampa, FL) Join us for the BIG SMACKDOWN where Restaurants from all around the U.S. join us to compete for the opportunity to win the 2015 title of "THE BEST CUBAN SANDWICH IN THE WORLD!"

Latin Times Media, Inc., creators of the annual Cuban Sandwich Festival is thrilled to have Above Promotions Company back for the second year in a row!

"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, "Of course we would want another chance to be able to work with Latin Times Media and the Latin/Hispanic community again. Tampa is the home of the Best Cuban Sandwich and we're going to work hard to help the world know." 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.

Event Sponsored by: Latin Times Media, Inc., FMCRC, City of Tampa, YCDC



This event also serves as a fundraiser:

Causes: Emberlynn Padilla: a 3 year old baby miracle baby born with congenital diaphragmatic hernia. **To Donate or learn more about Emberlynn:** <http://www.gofundme.com/4rWSC4>

New Beginnings of Tampa: Emergency Shelters and transitional living for homeless and vets.

Want to participate? Email: CubanSandwichFestival@LatinTimes.com or call: (813) 407-6866 / (813) 407-7191.