



FOR IMMEDIATE RELEASE
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4th Annual *city2city* Cuban Sandwich Festival Showdown: Salami or NO Salami!?

Cities from across Florida prepare to see who makes the BEST Cuban Sandwich in the WORLD?!

Join us on MARCH 21-22, 2015 for the BIG SHOWDOWN where it's all about bragging rights among restaurants, food trucks and sandwich shops to win the 2015 title of "THE BEST CUBAN SANDWICH IN THE WORLD!" A preliminary battle was held in Miami recently and taking the top honor for Miami and South Florida was Sergio's Restaurant which has been perfecting its Cuban sandwich for 40 years. They will face off against some of the best in the nation. Festival co-founder Jolie Gonzalez-Padilla says she is expecting more than 30 competitors at this year's Cuban Sandwich Festival including chefs from Panama City, Miami and other parts of Florida! Miami's inclusion will make the competition even tougher.



The 2-day festival event culminates with SHOWDOWN SUNDAY, March 22nd where the CHAMPION WILL BE CROWNED at Centennial Park in historic Ybor City. 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!

Opening Night / VIP Reception: Friday, March 20^h, 2015

The Cuban Sandwich heads to West Tampa!

@ Capdevila at La Teresita; 3246 W Columbus Dr, Tampa, FL 33607

6:00 PM – 10:00 PM. This is a VIP/Celebrity Event. A limited amount of regular tickets are available visit:

For Tickets email: Jolie@Latin-Times.com

Join us for the VIP Opening Night and meet the VIP/Celebrity, and enjoy the opening night of the 4th Annual Cuban Sandwich Festival! Full Cash Bar PLUS the Best Cafe Con Leche in West Tampa! Enjoy the enchanting balcony seating plus Delicious Cuban Cuisine & Heavy Appetizers, Great Music & Cultural Performances, Dancing and more!

Day 1 of Festival: Saturday, March 21st, 2015

The BIGGEST Cuban Sandwich in the World!

@ Hillsborough Community College – Ybor City Campus (Outdoor Parking Lot)

2112 N 15th St, Tampa, FL. Event Hours: 11:00 AM – 5:00 PM. Free Admission

Join us and watch as competing Restaurants unite with local VIP's to make the BIGGEST/Longest Cuban Sandwich in the world with this years' goal being 105 Feet! The bread is made by La Segunda Central Bakery in Ybor City, Florida. La Segunda is celebrating 100 years making the BEST Cuban Bread in Florida. What happens to the sandwich once its made? The sandwich is then cut up and used to feed over 400 homeless people!

Day 2 of Festival: Sunday, March 22nd, 2015

4th Annual *City2City* SHOWDOWN at the Cuban Sandwich Festival!

@ Centennial Park in Ybor City at 1800 E. 8th St., Tampa, Florida.

Event Hours: 10:30 AM – 6:30 PM. Free Admission

Join us for the BIG SMACKDOWN where over 30 Restaurants from all around the Florida and parts of the U.S. join us to compete for the opportunity to win the 2015 title of "THE BEST CUBAN SANDWICH IN THE WORLD!"

A true Food and Cultural Art cultural festival featuring over 100 booths with food vendors, art, cultural exhibitors and much more. Check out the weekend schedule online at: www.TheCubanSandwichFestival.com

FUN FACTS:

- March is Cuban Sandwich Month in Tampa, Florida by Mayoral Proclamation from Bob Buckhorn.
- The Wall Street Journal hailed the "Cuban Sandwich, The Sandwich that Conquered America".

Event Sponsored by: Latin Times Media, Inc., City of Tampa, YCDC, Ybor City Museum, HCC-Ybor Campus, HART, O'Reilly's Auto Parts, Geico, Verizon Wireless, U.S. Army, ABC Action News, Positively Tampa Bay, Clear Channel, Bright House Networks, Telemundo Tampa, Estrella TV, MOR-TV, THIS-TV, La Segunda Central Bakery, Columbia Restaurant Group, Brocato's, InfoMAS, Cigar City Magazine, Yelp, Above Promotions, Broadway Photography, and more!

Exciting List of VIP/Celebrity Judges and Sandwich Makers will be released SOON!

Want to Participate? Email: CubanSandwichFestival@Latin-Times.com or call (813) 407-6866 / (813) 407-7191. Booth spaces are available for a small cost to sell food, exhibit your business or become a sponsor.



Charitable Causes: This event serves as a charitable fundraiser for Emberlynn Padilla, a miracle-baby born with congenital diaphragmatic hernia. She is the granddaughter of the founders of the Cuban Sandwich Festival. **To Donate or learn more about Emberlynn:** <http://www.gofundme.com/h3k5n8>

New Beginnings of Tampa: Emergency Shelters and transitional living for homeless and vets will also receive some of the proceeds from the festival.