



PRESS CONTACTS:  
Elliott Stares  
ESPR, Inc.  
305.490.1985  
[Elliott@esprinc.com](mailto:Elliott@esprinc.com)

Jason Jenkins  
Sun Life Stadium  
954.452.717  
[jjenkins@dolphins.com](mailto:jjenkins@dolphins.com)

**FOR IMMEDIATE RELEASE:**

## **SOULFRITO MUSIC FESTIVAL, LEADING AUTHORITY IN URBAN LATIN MUSIC & CULTURE RETURNS AT SUN LIFE STADIUM**

*The first and largest music festival representing Urban Latin culture moves to Sun Life Stadium*

**MIAMI** – The Soulfrito Music Festival, the first and only celebration of its kind in the world which provides a platform of expression for Urban Latin music and culture, is proud to announce its return and partnership with Sun Life Stadium. The first and largest event to directly cater to the multi-cultural Latino community in the United States, will take place Saturday, February 22, 2014 in the Grand Plaza at Sun Life Stadium. Artist and ticket information will be released later this year.

“We are excited that the Soulfrito Music Festival has returned and look forward to the upcoming event at Sun Life Stadium,” said Todd Boyan, Senior Vice President, Sun Life Stadium. “This is a first-class event that highlights our community and will be a great opportunity for participants to learn more about this festival and its mission throughout the year.”

As part of the partnership, Soulfrito and the Miami Dolphins will develop fan-centric activations that will appeal to both Dolphins fans and the community at large. The partnership is a part of a five-year deal with the stadium to build the festival platform aimed at multi-cultural Hispanics and enthusiasts of Urban Latin culture.

“We are excited about our partnership with Sun Life Stadium as we continue to expand the festival’s brand and reach,” said Melissa Giles, founder of SMF. “Since its inception "Soulfrito Music Festival" (SMF) has been the premier launch pad for emerging and established artists looking to connect with multicultural Latino fans. The festival will continue to provide a platform for brand partners to engage in a culturally relevant fashion with today's ethnically diverse markets while attracting some of the biggest names in popular music in the areas of Latin, Pop, Urban and EDM.”

In 2002, the first Soulfrito Music Festival took place at Bayfront Park Amphitheatre and was hosted by New York radio personality Angie Martinez and Lala Anthony. The festival has been a premier launch pad for today’s leading Urban Latin talent including artists such as ***Pitbull, Aventura, Wisin Y Yandel and Kat Deluna.***

Through this breakthrough partnership, both brands will reach out to multi-cultural Latinos filling a void for a one of kind event platform reaching second and third generation U.S. Hispanics and Urban Latin enthusiasts. This “world’s first” and unique celebration of Urban Latin culture was first introduced to provide a platform to represent the growing multi-cultural Latino audience in America. Through this partnership with Sun Life Stadium, the Soulfrito Music Festival will return to Miami in 2014 bringing together a mix of Top Music Talent, DJs and Visual artists.

###

**About Soulfrito:**

Soulfrito is a lifestyle and entertainment brand focused on capturing the essence of Urban Latino culture. Soulfrito's events are renowned for effectively reaching "New Generation Latinos," an under-represented yet burgeoning multi-cultural market consisting of a massive and diverse group of Urban Latino cultural enthusiasts.

**Soulfrito Music Festival** is the nation's only annual Urban Latin music festival that brings together and showcases popular, new and emerging artists from each genre of Urban Latin music. The festival attracts second and third generation Latinos that are predominantly bi-lingual U.S Hispanics. Soulfrito provides a unique platform for talent and brands to engage with the diverse U.S. Hispanic audience. Soulfrito is considered a premier launch pad by talent and industry.

**Soulfrito Arts Foundation**

Soulfrito Arts Foundation Soulfrito Arts is a non-for-profit cultural organization dedicated to the advancement and promotion of the Urban Latino culture in America today, through music, fashion, film, theatre, literary and visual arts. We facilitate events designed to promote the Urban Latino arts. Through our events we aim to motivate, inspire and empower the Multi-Cultural communities and showcase their talents. Through our events and programs we provide emerging artists with a platform to showcase their talents and work with brands. Select programs have been created to motivate youth to exercise their creative abilities and pursue furthering their Education, Careers and Business' within the arts. Our programs provide them with access to information about careers, leadership, financial literacy and entrepreneurial skills.

For more info visit: [www.soulfrito.com](http://www.soulfrito.com)

**About Sun Life Stadium:**

Sun Life Stadium located in Miami Gardens, Florida is the home stadium of the Miami Dolphins National Football League team, and the University of Miami Hurricanes football team and the Discover Orange Bowl. Since its construction, the stadium has hosted five Super Bowls (XXIII, XXIX, XXXIII, XLI and XLIV), two World Series (1997 and 2003) and four BCS National Championship Games (2001, 2005, 2009, 2013). Sun Life Stadium has served as host for the second round of the 2009 World Baseball Classic, hosted the 2010 Pro Bowl and numerous special events.

**About Awesome Global Events:**

Awesome Global Events is a leading live musical and entertainment company with a proven track record of delivering unique and highly successful events on a global basis. Awesome Global Events have staged the largest and most successful concerts in Miami, Spain, the U.K. and Morocco targeting Rock, Dance, Caribbean and Latin Music enthusiasts. Each event has attracted large, high value, multinational audiences and gained significant media coverage throughout the U.S. and Europe.

Our fully integrated operation, offers clients innovative marketing solutions through the fields of entertainment, corporate hospitality and communications. Awesome Global Events provides companies with a powerful marketing tool to reach their target audience and create high brand awareness through the event environment, when people are at their most engaged and receptive.

**About ACT Productions:**

ACT Productions is a premier full service production provider based in Miami Beach for 25 plus years and has produced The past eight Orange Bowl halftime shows and many other concerts and functions at Dolphin/Sun Life Stadium. ACT Productions has also produced and provided many corporate, charitable organizations and sporting events with turn key Production solutions