

Media Advisory: El Futuro Invites Community to Hispanic Heritage Kermes and 20th Anniversary Fiesta

WHAT:

[El Futuro](#), North Carolina's premier provider of bilingual and culturally responsive mental health services, invites the community and media representatives to join the vibrant celebration of the Kermés event and celebrate El Futuro's 20th anniversary. This year's Kermes will feature a variety of activities aimed at fostering a sense of belonging and promoting mental health awareness within the Latino community.

WHY:

El Futuro's Kermes event serves as an outdoor celebration similar to the Kermes carnivals or festivals held throughout Latinoamerica, aiming to cultivate a sense of community among Latino families. This event will highlight the importance of Latin American cultures, with numerous activities designed to engage and support attendees.

EVENT HIGHLIGHTS:

- **20th Anniversary Celebration:** Enjoy a piece of cake to celebrate El Futuro's 20th Anniversary as mariachis serenade the crowd!
- **Community Spotlights:** Experience a special presentation spotlighting 5 different Latinoamerican countries.
- **Fitness and Fun:** Participate in Latino music filled Zumba and enjoy traditional dances and Latin American music.
- **Art and Culture:** Explore and purchase arts and handiwork from various countries in Latin America.
- **Family Activities:** Enjoy crafts, local food vendors, and free photo sessions with prints for families.
- **Raffles and Prizes:** Exciting prizes and giveaways throughout the event.

WHERE:

El Futuro's Therapeutic Green Space
2020 Chapel Hill Rd, Suite 23
Durham, NC

WHEN:

Sunday, September 29, 2024
4:00 PM - 7:00 PM EST

MEDIA OPPORTUNITIES/B-ROLL:

- Interviews with El Futuro staff and event participants, including Executive Director Luke Smith and Director of Care and Client Engagement Mary Jones, about the importance of social connection, celebration of culture, physical activity, and

creativity as vital to mental wellness not only for immigrants but for our broader community as well.

- Footage of participants engaging in self-care workshops, fitness activities, and art displays.
- Families enjoying craft activities and food.
- Performances by local dancers and singers.
- Scenic views of the mural backdrop and therapeutic community garden.

El Futuro looks forward to welcoming media representatives to this special event. Please RSVP by contacting Candice Smith at candice@frenchpresspr.com.

FOR IMMEDIATE RELEASE

Contact:

Candice Smith

French Press PR

candice@frenchpresspr.com

El Futuro Hosts Hispanic Heritage Kermes Event and 20th Anniversary Fiesta to Foster Community Engagement and Support Mental Health Awareness

DURHAM, NC - [El Futuro](#), North Carolina's leading provider of bilingual and culturally responsive mental health services, announces its annual Kermes event. The celebration will take place on Sunday, September 29, 2024 from 4pm to 7pmEST at El Futuro's Therapeutic Green Space in Durham, NC.

The Kermes event is designed to bring the Latine community together in a lively, outdoor festival-like atmosphere that offers families the opportunity to celebrate their cultures while also promoting mental wellness, creativity, connection with others, and physical activity for all ages and ethnicities. The event will feature a wide array of cultural displays and many family-friendly activities. These activities provide an opportunity for the community to connect with other Latino families over culture, increasing their sense of belonging.

"My whole family loved it!" said Lucia Álvarez* after attending El Futuro's Kermés last year. "Our kids played all of the games, we watched the dances, and I got a hand-made blouse from Oaxaca, Mexico! And we all got to try a Tluayuda which we'd never had before."

Indeed, the Kermés is for everyone, bringing together people from all walks to celebrate the vibrant Latino community of the Triangle.

Event Highlights:

- **20th Anniversary Celebration:** Enjoy a piece of cake to celebrate El Futuro's 20th Anniversary as mariachis serenade the crowd!
- **Art and Culture:** Showcasing public art displays and crafts representing various cultures.
- **Family Activities:** Including arts & crafts, delicious food from local vendors, and free photo sessions.
- **Fitness and Fun:** Featuring Zumba classes and traditional dances to keep everyone active and entertained.
- **Self-Care Workshops:** Offering meditation, yoga, and massage to promote relaxation and well-being.
- **Raffles and Prizes:** Attendees will have the chance to win exciting prizes throughout the event, including a special self-care basket valued at over \$100.

"We are thrilled to host this event and bring together such a diverse group of organizations and community members," said El Futuro Executive Director, Luke Smith, MD. "Our goal is to provide a joyful and supportive environment where families can celebrate, learn, and grow together."

The Kermes event aims to highlight the importance of mental well being within the Latine community, providing a space for families to connect and engage in meaningful activities.

The celebration is locally supported by our sponsors Burt's Bees, James Scott Farrin, and The City of Durham.

El Futuro invites everyone to join in this celebration of community, culture, and mental health. For more information, visit elfuturo-nc.org.

About El Futuro:

El Futuro is North Carolina's premier provider of bilingual and culturally responsive mental health services. For over 20 years, El Futuro has been a trusted resource, offering therapy, psychiatry, substance use treatment, and case management to over 2,800 Latino youth and adults annually. With a dedicated team of professionals, El Futuro is committed to improving the mental health and well-being of the communities they serve.

** names have been changed to ensure the privacy of El Futuro's clients*

Please reach out to Candice Smith at candice@frenchpresspr.com with any press inquiries or questions.