

SEPTEMBER 3rd, 2021

PRESS RELEASE

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PLACITA LATINA: CELEBRATING HISPANIC HERITAGE MONTH IN DECATUR AND AVONDALE ESTATES

A group of Hispanic/Latinx Decatur and Avondale Estates residents/professionals/friends came together to propose a colorful, cultural, and historical series of events to be held between the two cities during Hispanic Heritage Month (September 15 – October 15, 2021).

Hispanic Heritage Month was created to promote the history, culture, and contributions of Hispanic-Americans, from one of over 30 countries and territories that make up *Latin America*. Communities all over the US mark the achievements of Hispanic and Latino Americans with festivals and educational activities. The team saw an opportunity to bring these rich and diverse cultures to both Avondale Estates and Decatur, in a way that hadn't been done before – and the city governments for both agreed! The result is Placita Latina: a series of “mini-events” that highlight Hispanic/Latinx performance, food, and culture from September 15, through October 15, 2021.

These “mini-events” will include a mix of Latinx-inspired music, dance, art, education, and flavors:

- **La Placita Latin American “Coffee Tasting” and Outdoor Performance + DJ Fernand F (co-branded with “Welcoming Avondale”):** September 16, 2021
4:00 to 7:00 PM at Banjo Coffee, in Avondale Estates, featuring Mexican dance in the Huasteco style by Ballet Danceando. There will also be an “After Party,” featuring DJ Fernando F from 7:00 to 10:00 PM at the “Beer Growler” in the same location.)
- **Salsa On The Square and La Choloteca- Dj La Superior “After Party:”** September 18, 2021
Salsa Band Performance by El Kartel & Dance Instruction: 6:00 to 8:00 PM, La Choloteca “After-Dance-Party” 8:00 PM to 10:30 PM with DJ La Superior performing, **sponsored by the Decatur Business Association**. Both events on the Decatur Square.
- **Placita Latina Mercadito Outdoor “Pop-up Market” and Dance Performances.** October 3, 2021, between 1:00 and 5:00 PM, at the Lost Druid Brewery and Washington Street, in Avondale Estates.
- **“What Makes Us Who We Are” Celebrating Latinx Artists** This is a **closing event (in partnership with the Decatur Arts Alliance):** October 8, 2021 from 6:30 to 9:30 PM at the Decatur Visitors Center with La Choloteca- Dj Este

The first two Placita Latina events also take place during Welcoming Week, September 10-19 and will be hosted in collaboration with the Welcoming committees of both Decatur and Avondale Estates. Welcoming Week is an initiative of Welcoming America which represents a network of hosts around the world who strive to make their communities a more welcoming place for all.

The event team is also working with local businesses (and business associations), offering them tools to create their own “Placita Latina” specials and mini events, during the month-long celebration. There are already 25 participating businesses (and counting). A complete list can be found at placitalatinaga.com

This is the first collaboration of this scale between Decatur and Avondale Estates -- hopefully the first of many.

The Placita Latina team consists of two Avondale Estates residents: project founders; Adela Yelton and Mayte “Maria” Peck - and five “Decaturites:” Maria Álvarez, Kris Webb, Miguel Martinez, and Hector and Christy Amador. The team is a diverse mix, including Mexicans, Mexican-Americans, Peruvian Americans, Nicaraguans, and their partners.

When some people think about “Latin America” they are often unaware of the diversity of the people, history, food, music, culture and even languages of the countries that are included in this group. Maria Álvarez, committee member and owner of “ My Virtual CFO-ATL,” has experienced this lack of knowledge, firsthand:

“I have lost count of how many times I’ve been asked if I am from Mexico, even after I tell them I’m from Nicaragua. I know a lot of wonderful people from Mexico, but our cultures are very different. Nicaragua is three countries away. Once I explain this, they usually ‘get it.’ For me, finding ways to educate people about the cultural richness and ethnic diversity of the Latin American people is so important - which is why I love being part of Placita Latina. Getting to know our neighbors can only create strength in our community. Plus, I never turn down a good party.”

What Placita Latina is bringing to Decatur and Avondale Estates will help promote positive narratives about Latinx people and culture in a way that is not only highlights contributions to our cities, county, state, and country, but can also be characterized, in Maria’s words, as a “*Good Party.*”

Learn more about Placita Latina at:

- **Website:** placitalatinaga.com
- **FB Page:** Placita Latina Georgia
- Instagram Page: [placitalatinaga](https://www.instagram.com/placitalatinaga)
- Twitter Page@[PlacitaLatinaGA](https://twitter.com/PlacitaLatinaGA)

Contact:

placitalatinaga@gmail.com

About Our Committee Members:

- **Adela Yelton, (program Chair and Event Co-creator)** Adela is a former Avondale Estates City Commissioner and host of the growing podcast, Latina South. which features inspiring stories of Latinas making things happen in their families, businesses in communities. Adela was recently named as one of the 50 most influential Latinos in Georgia in 2021 by the Georgia Hispanic Chamber of Commerce.

- **[Maria Álvarez](#)** (program CFO and Business Relations coordinator)

Maria is a recent resident of Decatur, but is originally from Nicaragua, and has also lived in Italy and Alaska. She is the CEO of “My Virtual CFO-ATL,” handling financial services for a variety of large and small companies. She has been very involved in the LBGTQ community, serving as Treasurer for the only Alaskan LBGTQ organization, Identity Inc. for 3 years and as a Treasure for Radical Arts for Women for 3 years.

- **[Mayte “Maria” Peck](#)** (originally from NYC, raised in Peru) Event Co-creator

Mayte (“Maria”) is President of SheLends Consulting and is the Principal Managing Partner at Mark of The Potter. As an entrepreneur and business advisor, Maria has made it her life’s mission to educate and prepare women and minorities for access to capital. She also served as Board Chair for the nonprofit Latino Community Fund of Georgia. Mayte was also recently named as one of the 50 most influential Latinos in Georgia in 2021 by the Georgia Hispanic Chamber of Commerce.

- **[Miguel Martinez:](#)** (originally from Guadalajara, Mexico) Creative Video Production, Vendor Relations

Miguel is a six time Emmy-Award winning, independent contractor for Univision, Atlanta and is active in several Georgia-based Latinx community organizations

- **[Hector Amador:](#)** (originally from Mexico City, Mexico) Photography, Storytelling, and Art Exhibit co-chair

Hector is a Decatur resident, and the owner of Amador Photo, and is the official photographer for the City of Decatur. He is on the board of the Decatur Arts Alliance.

- **[Christy Amador:](#)** 678.576.9617 Placita Latina Vice Chair and Marketing & Communications Chair

Christy is Director of Communications for ADP. She is a longtime resident of Decatur and has served as a committee co-chair for Decatur’s “Better Together” program. She was also named a Decatur “Hometown Hero in 2018.

- **[Kris Webb:](#)** Education Advisor and “Kids Zone” Chair

Kris is the Founder & Director of the Science of Fun STEM Camp for children ages 5 to 10. Prior to opening her own business, she was the science department chair for City Schools of Decatur and co-founded the non-profit Sudbury School of Atlanta.