



# PRESS RELEASE



*For Immediate Release*

**For more information, contact:**

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## **The Conga Caliente Festival: Connect and Impact the Lucrative Hispanic Market**

Tampa, FL (September 9, 2008) – National and local businesses alike are picking up the cue from Saturn, the Official Vehicle of Conga Caliente and presenting sponsor of the festival, and locking in their participation on November 9th at Al Lopez Park. "Saturn is proud to support the 5th anniversary of Conga Caliente," said Sonia Green of General Motors. "We believe in the diversity of our products and we are delighted to showcase our best vehicles at an event we know is Caliente and a favorite in the local community."

Joining Saturn with a dominant presence at the event are Blue Cross/Blue Shield of Florida, Macy's, Humana, Heineken, Eastern Financial Florida Credit Union and Kinney, Fernandez and Boire. Amidst the national musical talent, the native cuisine, and the children's activities, the expected 40k attendees will have the advantage of attaining important information regarding healthcare, finances, legal issues and more from 11am to sundown.

Heineken returns with the Heineken Beer Garden, where sales of beer are donated to the West Tampa Softball Club. Funds raised last year for the non-profit organization assisted with the purchase of equipment and travel fees to away games.

Humana presents the Health Village at Conga Caliente and will provide educational information on upcoming 2009 Medicare Advantage Plans as well as giveaways, including registration for Wal-Mart gift card drawings. "As Florida's largest Medicare health benefits provider with more than half a million members statewide, Humana is pleased and proud to be a sponsor and a participant in this year's Conga Caliente at Tampa's Al Lopez Park in November," said Humana Central and North Florida Senior Products Market President Dr. Scott Latimer. "We look forward through our presence at Conga Caliente to help Tampa Bay Hispanic seniors and their families better understand what their Medicare health benefit and prescription drug plan options are for 2009, so they can make more informed decisions when Medicare open enrollment begins on November 15."

The Kinney Fernandez Boire Law Group is excited to bring the ever popular Domino tournament to Conga Caliente. Players should sign up early in order to secure their positions in the tournament.



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Parking and admission are free thanks to the support of Saturn, the Official Vehicle of Conga Caliente, Blue Cross/Blue Shield of Florida, Macy's, Humana and Heineken.

For more information on how to connect with the Hispanic community by becoming a sponsor of Conga Caliente, contact us at 813.546.0706 or at [info@madhousefl.com](mailto:info@madhousefl.com) or at 813.478.2534 or [maritza@codasoundusa.com](mailto:maritza@codasoundusa.com).

The Conga Caliente Festival is a signature event, wholly produced by Coda Sound, Inc.



# SATURN



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of Florida**

An Independent Licensee of the  
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**HUMANA.**  
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**Kinney, Fernandez & Boire**

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