

Greeley Multicultural Festival Final Report-2019

The Colorado Chapter of Partners of the Americas provided a booth at the GMCF October 29, 2019 at the University of Northern Colorado Campus Commons Event Center. Our purpose was to create an interactive, sensory, entertaining and educational presentation of Brazil, developing awareness of the involvement of Partners with Brazil and of the presence of Brazilians in Northern Colorado.

The planning committee included Mary Brennecke, Betty Brown, Malia Delacruz, Crystal Scolaro, Teresa McNeill, Ruth Warner, and co-chairs Carol Brickley and Suzi Espinoza. Additional workers were Chuck and Courtney Luce, with Marianna Wakefield bringing materials. Betty supplied name tags for workers. Two planning meetings and a "Pizza Party Review" produced an abundance of ideas resulting in an attractive display. Vendors and booths from various organizations were set up in the grand lobby, and six cultures presented entertainment in the large theater throughout the day. Partners of the Americas member Steve Waechter presented a 30-minute concert of classical guitar Brazilian music In the Bear's Pride 101 room which was well attended. We supplied the festival organizer with Steve's bio, but never saw it displayed except on our own table. Since there were not printed programs this year, it was difficult for attendees to know when and where Steve was performing and what other booths were being presented, because the print on the large video screens was quite small. However, we did announce Steve's concert from the "Stairs" podium and microphone. The Brazilian Jujitsu group from Fort Collins gave demonstrations throughout the day in an adjoining room. Festival leader Josh Florence designated a prominent area close to the mini-stage and stairs to assure visibility for us. 5 x 8 chapter-Information cards were given to those who were very interested as well as the 8 x 10 "Legacy That Empowers" sheet from National. We found it very important to give each visitor SOMETHING with our logo on it be it stickers, business cards, etc. Betty Brown supplied Interest Sign-up Sheets and will follow up on the 20 people who signed them. Brazilian flags, globes, posters, a laptop visual slide show of Partner's activities, our business cards, coffee candy, Brazilian banana candy, children's games and books, coffee beans, soccer hats and photo albums filled out the display. Portuguese was featured on the Spin the Wheel" which Suzi created, and the coloring fact sheets gave workers a tool to educate visitors on facts about Brazil. Brazilian themed door prizes such as Brazilian jewelry and notecards, proved popular. Some workers wore Tee shirts from Iracambi while others wore Partners logo shirts, aprons and hats supplied by Suzi and Crystal.

An estimated 1800 people attended the festival, many of whom visited our booth. People with UNC badges took photos and made a recording at our booth and asked what Partners of the Americas represents. \$50.00 was budgeted from the Chapter which will go toward the expandable/rolled sign which Suzi ordered. \$50.00 was not received as a stipend from GMCF, this year. This project resulted in exposure to the community, potential new members, connections with University of Northern Colorado International Studies Department, and much camaraderie. This event also gave chapter members an opportunity to sharpen their skills on explaining what Partners of the Americas is.

Carol Brickley 11/12/2019



