MEDIA KIT

50 Years of Heritage, Growth & Impact in Delaware

Wilmington Hispanic Heritage Festival & Parade

September 12–13, 2026 • Wilmington, Delaware

TOGETHER WE ARE AMERICA

JUNTOS SOMOS AMÉRICA

Press release • Event facts • Honorees • Community impact • Sponsors • Media resources

AT A GLANCE

Media Quick Facts

A concise reference for journalists, producers, community partners and public officials.

What

A two-day 50th anniversary celebration of Delaware's long-standing Hispanic Festival and Parade tradition.

When

Saturday, September 12 and Sunday, September 13, 2026.

Day 1

Hispanic Heritage Concert & Celebration • 12–6 PM • Delaware Art Museum.

Day 2

Wilmington Hispanic Parade & Calle 4 Fest • 12–4 PM • West 4th Street, Wilmington.

Theme

Together We Are America | Juntos Somos América.

Campaign message

Heritage. Growth. Impact. Celebrating culture, community and the generations building Delaware's future.

Host organization

Nuestras Raíces Inc., a Delaware nonprofit whose mission is to engage, educate and empower through cultural preservation, leadership development, community outreach and the arts.

Media contact

India Colon-Diaz • Media Relations • info@nrdelaware.org • nrdelaware.org.

Important context

Nuestras Raíces Inc. is not itself turning 50. The milestone recognizes five decades of community-rooted Hispanic heritage celebration in Delaware and the long-standing Festival and Parade tradition that has united generations through culture, pride, education and service.

FOR IMMEDIATE RELEASE

Delaware to Mark 50 Years of Hispanic Heritage, Growth and Impact with Landmark Two-Day Celebration

Theme “Together We Are America | Juntos Somos América” unites concert, cultural celebration, parade and community outreach across Wilmington.

WILMINGTON, Del. — August 14, 2026 —

Delaware will commemorate 50 years of Hispanic heritage celebration September 12–13 with a landmark weekend of music, culture, community and pride in Wilmington. Led by Nuestras Raíces Inc., the 2026 Wilmington Hispanic Heritage Festival & Parade will honor the people who built this tradition, recognize today’s community leaders and create a vibrant platform for the next generation.

Under the bilingual theme “Together We Are America | Juntos Somos América,” the anniversary campaign reflects a simple and powerful truth: Hispanic heritage is part of the American story. The weekend will bring families, artists, businesses, elected officials, nonprofit partners and community advocates together around cultural preservation, visibility, service and shared belonging.

“This golden milestone belongs to the community,” said India S. Colon, Vice President of Nuestras Raíces Inc. “We are honoring the legacy of those who created spaces for Hispanic culture to be seen and celebrated while building a future rooted in leadership, education, unity and opportunity.”

Saturday, September 12: Concert & Cultural Celebration

The weekend opens from 12–6 PM at the Delaware Art Museum with the Hispanic Heritage Concert & Celebration. The program will feature Frankie Negrón & Friends, live music and cultural performances, food vendors, family activities, artist showcases, community resources, awards and an America 250 tribute. The museum setting connects visual art, performance and community storytelling in one accessible celebration.

Sunday, September 13: Parade & Calle 4 Fest

The celebration continues from 12–4 PM along West 4th Street with Calle 4 Fest and the 50th Anniversary Grand Parade. Calle 4 Fest opens at noon, and the parade steps off at 1 PM, traveling from Greenhill Avenue to North Jackson Street. Folkloric groups, marching units, elected officials, community organizations, sponsors, youth, businesses and families will fill the corridor with culture and civic pride.

PRESS RELEASE CONTINUED

Honoring Leadership, Service and Community Impact

The 2026 parade will recognize leaders whose work reflects service, advocacy, education, empowerment, business leadership, cultural preservation and media impact. Major Edna L. Laboy will serve as Grand Marshal; Carlos A. Dipres Ramírez will serve as Padrino; and Cristina Tlaseca will serve as Madrina. Leadership honorees Yvette Santiago and Yvonne Deadwyler will also be recognized alongside a diverse group of Community Champions and organizational honorees.

The anniversary is designed as more than an annual event. It serves as a gateway to year-round outreach and free community support. Nuestras Raíces creates culturally rooted spaces across Delaware, connects families with resources, invites public agencies and nonprofits into trusted community settings, advances cultural education, supports youth and artists, and builds partnerships that continue beyond the festival weekend.

The public can explore anniversary details and weekend information at nrdelaware.org/50th-anniversary. Media inquiries, interview requests and credential coordination may be directed to India Colon-Diaz, Media Relations, at info@nrdelaware.org.

About Nuestras Raíces Inc.

Nuestras Raíces Inc. is a Delaware nonprofit committed to engaging, educating and empowering individuals and communities through cultural preservation, leadership development, community outreach and the arts. From Wilmington to Dover and Sussex County, the organization creates culturally rooted spaces where traditions are celebrated, histories are taught, young people see their heritage reflected with pride and community members connect with resources and opportunities.

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EVENT DETAILS

Two Days. One Historic Celebration.

DAY 1 • SATURDAY, SEPTEMBER 12

Hispanic Heritage Concert & Celebration
12–6 PM • Delaware Art Museum
2301 Kentmere Parkway, Wilmington
Frankie Negrón & Friends • music • cultural performances • artists • food • resources • family activities • America 250 tribute

DAY 2 • SUNDAY, SEPTEMBER 13

Wilmington Hispanic Parade & Calle 4 Fest
12–4 PM • West 4th Street, Wilmington
Festival opens noon • Parade begins 1 PM
Route: Greenhill Avenue to North Jackson Street
Folkloric groups • marching units • food • outreach • community celebration

Public links

- Anniversary hub: https://www.nrdelaware.org/50th-anniversary
- Parade Day information folder: https://drive.google.com/drive/folders/1vT2VK6sHQDvZ0CkVL3pMwzMNRvNCPNzS

PEOPLE OF IMPACT

2026 Parade Honorees & Community Champions

Recognizing leadership, advocacy, empowerment, cultural preservation, media and community service.

Major Edna Laboy

2026 Grand Marshal

Carlos A. Dipres Ramírez

2026 Padrino • nonprofit and community relations leader; advocate for education, disability services, health equity and minority communities.

Cristina Tlaseca

2026 Madrina • real estate leader, educator, scholarship champion and Vice President/Director of the New Castle County Board of Realtors.

Yvette Santiago

Leadership Honoree • Regional Director of Community Engagement and Impact at Nemours Children's Health; child advocate and community leader.

Yvonne Deadwyler

Leadership Honoree • President & CEO of the New Castle County Chamber of Commerce; business, economic development and inclusive-growth leader.

Community Champions

Randall Law

Kool Kolored Kids

Chandra Pitts

One Village Alliance

Dr. Ronaldo Tello

Delaware Hispano • HAAD • Hispanic Chamber

Jazmin Buke

TV • Radio • Media

Marisol Gutierrez

Influencer

Laura Leos

La Central

Angel Nieves

City Pride DE

Carito Lopez

Influencer

Festival Party Rental

Organizational Honoree

Caribbean Cultural Awareness Inc.

Organizational Honoree

Dover HOLA

Organizational Honoree

BEYOND THE WEEKEND

Outreach, Education & Year-Round Community Connection

The celebration is a public-facing gateway to Nuestras Raíces' broader work. Its value is measured not only in attendance, but in the trusted connections formed among families, community groups, service providers, artists, youth, businesses and public partners.

Cultural preservation

Celebrating traditions, teaching community history and ensuring that young people see their cultures represented with pride.

Community outreach

Connecting residents to trusted information, public agencies, nonprofit programs and culturally responsive resources.

Education & youth

Creating opportunities for learning, creative expression, leadership and intergenerational exchange.

Arts & visibility

Providing platforms for performers, artists, media voices and cultural practitioners to reach broad audiences.

Leadership & advocacy

Recognizing community leadership and convening partners around equity, belonging and civic participation.

Statewide connection

Building local impact across New Castle, Kent and Sussex counties through partnerships and community requests.

Mission

To engage, educate and empower individuals and communities through cultural preservation, leadership development, community outreach and the arts.

POWERED BY PARTNERSHIP

Sponsors, Public Partners & Community Allies

Support helps make the celebration, outreach and community access possible.

Presenting recognition

The City of Wilmington is recognized as the 2026 Diamond Presenting Sponsor. Its support combines direct sponsorship with significant in-kind public safety and event infrastructure—including police, fire, ambulance and stage support—meeting the campaign's presenting-sponsor criteria.

Sponsors and supporting institutions

Homes from the Heart — Cristina Tlaseca • Bank of America • Fulton Bank • DelawareScene • La Central • Nemours • Dot Foods • Waste Management • WSFS • M&T Bank • New Castle County • Delaware Division of the Arts • City of Wilmington • Wilmington City Council • Delaware Hispanic Commission • AmeriHealth Caritas • New Castle County Council • Prado Auto Sales • Wolf Auto • Gary Nitchi, Attorney • Aloysius Butler & Clark • Delaware Office of Highway Safety

Community partners

Latin American Community Center • HOLA Dover • Caribbean Cultural Awareness Inc. • City Pride DE • Kenny Family Foundation • Amazon Latinos • JSY Customs • West Side Grows • Delrose Tax Prep • Kool Kolored Kid • Guerilla Republik • Roberto Clemente Baseball League • Delaware Art Museum • Wegmans • Dominican Café • Thunder Guards • Resto Bail Bonds • New Castle County Chamber of Commerce

Media partners

Hoy en Delaware • El Tiempo Hispano • Delaware Hispano

Sponsor recognition should be cross-checked against the final Title Sponsors 2026 roster immediately before public release.

FOR MEDIA

Story Angles, Interviews & Digital Resources

A tradition bigger than one organization

How five decades of community-rooted celebration became a platform for visibility, education, service and belonging.

Together We Are America

A bilingual theme connecting Hispanic heritage to the broader American story during the America 250 era.

Leadership across generations

Grand Marshal, Padrino, Madrina, leadership honorees and Community Champions reflect service across public safety, health, business, education, media and grassroots advocacy.

Culture as community infrastructure

Why art, music, parade traditions and trusted events help families connect with information, resources and institutions.

Economic and civic impact

How vendors, small businesses, sponsors, public agencies and community organizations collaborate around a major Wilmington weekend.

The future of the tradition

Youth participation, cultural education and new leadership sustaining Delaware's Hispanic heritage for the next generation.

Suggested interview voices

- Nuestras Raíces executive leadership on the anniversary story, theme and year-round mission.
- Grand Marshal, Padrino, Madrina and leadership honorees on service and community impact.
- Artists and cultural performers on preservation, identity and creative expression.
- Sponsors and public partners on collaboration, access, safety and civic participation.

Suggested tags

#TogetherWeAreAmerica #JuntosSomosAmérica #HispanicHeritageMonth #WilmingtonHispanicParade #NuestrasRaicesDE #HeritageGrowthImpact

READY TO PUBLISH

Approved Boilerplate & Media Contact

Approved short description

The 2026 Wilmington Hispanic Heritage Festival & Parade is a two-day celebration marking 50 years of Hispanic heritage, growth and impact in Delaware. Presented under the theme “Together We Are America | Juntos Somos América,” the September 12–13 weekend features a concert and cultural celebration at the Delaware Art Museum followed by the Wilmington Hispanic Parade and Calle 4 Fest along West 4th Street.

Approved organization boilerplate

Nuestras Raíces Inc. is a Delaware nonprofit committed to engaging, educating and empowering individuals and communities through cultural preservation, leadership development, community outreach and the arts. The organization creates culturally rooted spaces across Delaware where traditions are celebrated, histories are taught, leadership is developed and families connect with resources and opportunity.

Media contact

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Editorial note

For credentials, interview scheduling, high-resolution logos, approved photos, parade-day logistics or accessibility questions, contact India Colon-Diaz, Media Relations, before publication or arrival on site.