

Local surgeon takes on SalsaFest Honorary Chairmanship, event to be held November 21

If you haven't already, it's now time to mark your calendar for the 3rd Annual SalsaFest event, scheduled for Saturday, November 21st at Greenacres Community Park located on Jog Road just north of 10th Avenue. Featured acts for 2009 include international recording artists Rey Ruiz, Lalo Rodriguez and Anthony Cruz.

"We are very pleased about our return to the City of Greenacres," said Jaene Miranda, CEO of the Palms West Chamber of Commerce. "We are just as excited to announce that our Honorary Chairman for the event is Dr. Jose Ortega, a noted Orthopaedic Surgeon and Sports Medicine Specialist for The Center for Bone & Joint Surgery of the Palm Beaches."

Ortega is excited about his new role with SalsaFest. On staff at Palms West Hospital, Wellington Regional Medical Center, Palms Wellington Surgical Center and Palms West Surgicenter, Ortega has been an active participant of central Palm Beach County's communities – serving as the 'Team Physician' for the Royal Palm Beach High School Wildcats football team since 2002 among other volunteer commitments.

"I have had the fortune of building my business here," said Ortega. "Part of my success can be directly attributed to my ability to market to the Hispanic population, which continues to grow in our service area. As my predecessor, Dr. Harvey Montijo, I look at my support of SalsaFest as a means to teach others that marketing to this important segment of the population is a 'have to' in today's economic climate. As business owners looking to improve our bottom line, expanding our reach to new customer is critically important."

Working closely with West Palm Beach's first Latin FM radio station, Mia 92.1, this year's SalsaFest committee has secured three top Hispanic acts. "We are pleased to present SalsaFest in collaboration with the Palms West Chamber of Commerce," said Raymond Hernandez, Program Director for Mia 92.1. "Again, our relationship with the music industry allows us to partner with record labels and their agents to help us present the best Latin entertainers who have ever appeared at any festival event in Palm Beach County. The combination of great musical talent and the Chamber's ability to deliver a great event should make for quite a show."

In addition to top musical stars, a big priority will also be placed on entertainment for the children attending the festival. The committee is focused on bringing in costume characters, bounce houses, activities – "we are also developing a safety fair concept to a portion of the festival," said Martha Reyes, Committee Co-Chair. "We are working with local non-profits and businesses to provide the support for a 'safe neighborhood' theme. "

With nearly \$200,000 in media support, record crowds are expected at SalsaFest this year. "We invite all local area businesses and nonprofit organizations to be a part of the event through sponsorship or by purchasing an exhibitor's booth," said Miranda. "SalsFest will provide your company with an

opportunity to increase sales by showcasing your offerings and by providing you the venue to distribute your products or materials. As always, the Chamber staff will be available to you for guidance, should you need assistance in preparing for the event.”

While the event is great for promoting local area businesses, it is important to note that the event does have a charitable component. A portion of the proceeds will be donated to the City of Greenacres Department of Leisure Services for the purpose of expanding its award-winning youth programs to underprivileged children in the community.

If you're interested in being part of the event, call Catherine Engel at (561) 790-6200 or e-mail catherine@palmwest.com

To download an exhibitor form, go to www.SalsaFest.net