For Immediate Release—Contact: Ben Ruiz at 502-244-6774, ben@adhawks.com  **May 8th Cinco De Mayo Fiesta at 4th St Live to support El Sueño Centenario (100 Dreamers) KY Latino $100,000 Scholarship Fund**

Louisville, KY- The Mayor’s Louisville Latino Council (LLC) announced a new scholarship fund for Hispanic students throughout Kentucky. The new initiative, named “El Sueño Centenario” (100 Dreamers) Kentucky Latino Scholarship Fund is being organized by LLC, U of L’s Latin American & Latino Studies and the Community Foundation of Louisville. This year’s Cinco De Mayo Fiesta will be hosting a fun event for the whole family on the Sunday afternoon after Derby Saturday from 1:00 p.m until 9:00 p.m. at Fourth Street Live! The event will be celebrated every Sunday after Derby for years to come! Now an official annual Kentucky Derby Festival event, Cinco de Mayo at 4th Street Live! is free for everyone! Bring your friends and family and enjoy the Mariachis, the balloons, the face-painting, the piñatas and special dance performances as well as our area’s best Latino salsa groups! All this in support of scholarships for Latino students as well as Adelante Hispanic Achievers and Wesley House Community Services!

The purpose of “El Sueño Centenario” is to identify 100 Latino(a) students in the fall of each year and award them with a $1,000 scholarship at an annual college fair. In addition, those involved will be celebrating this initiative by having an annual fall banquet in the following locations: Louisville, Northern Kentucky and Lexington.

Adhawks Advertising & Public Relations, Inc. has designed the website for “El Sueño Centenario” at www.100dreamers.org in order for students to fill out applications online and also to get donations from various individuals, organizations and companies.

For more program information about this year’s Cinco De Mayo Fiesta at 4th St Live, go to: <http://www.CincoAt4thSt.org>

The link to give funds to “El Sueño Centenario” (100 Dreamers) Kentucky Latino Scholarship Fund is:
<https://cflfund.net/netcommunity/100dreamers> or [www.cflouisville.org](http://www.cflouisville.org) (click the large "donate" button at the top right of the screen).